



**TCA** Software Solutions

**Innsist<sup>®</sup>**  
**Analytics**

**Hospitality**  
Software to empower business growth

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PUSHING  
BOUNDARIES  
TO EMPOWER  
GROWTH.

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# Innsist® Analytics

Innsist® Analytics transforms the transactional data generated by the products family into a more convenient way to work with plenty of information for better decision making.

Innsist® Analytics uses Business Intelligence and Business Analytics techniques to handle historical information, current business data, and to predict the future demand through standard statistical methods. It covers all business areas including financial, purchasing, hotel operation, food & beverage, spa, retail stores, and guest history & preferences.

## Modules included:

### Financials & Purchasing

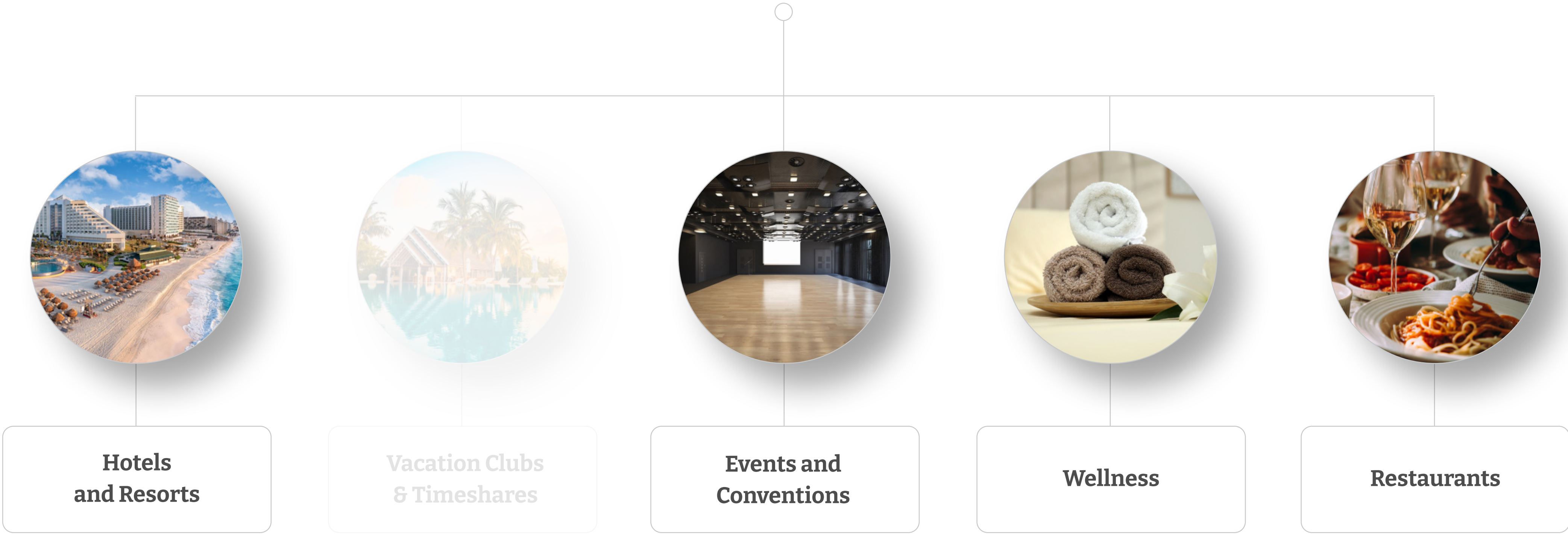
- Financials
- Purchasing

### Hotel operations

- Rooms Operation
- Food & Beverage
- Spa
- Giftshop Retail
- Guests
- Demand Forecasting



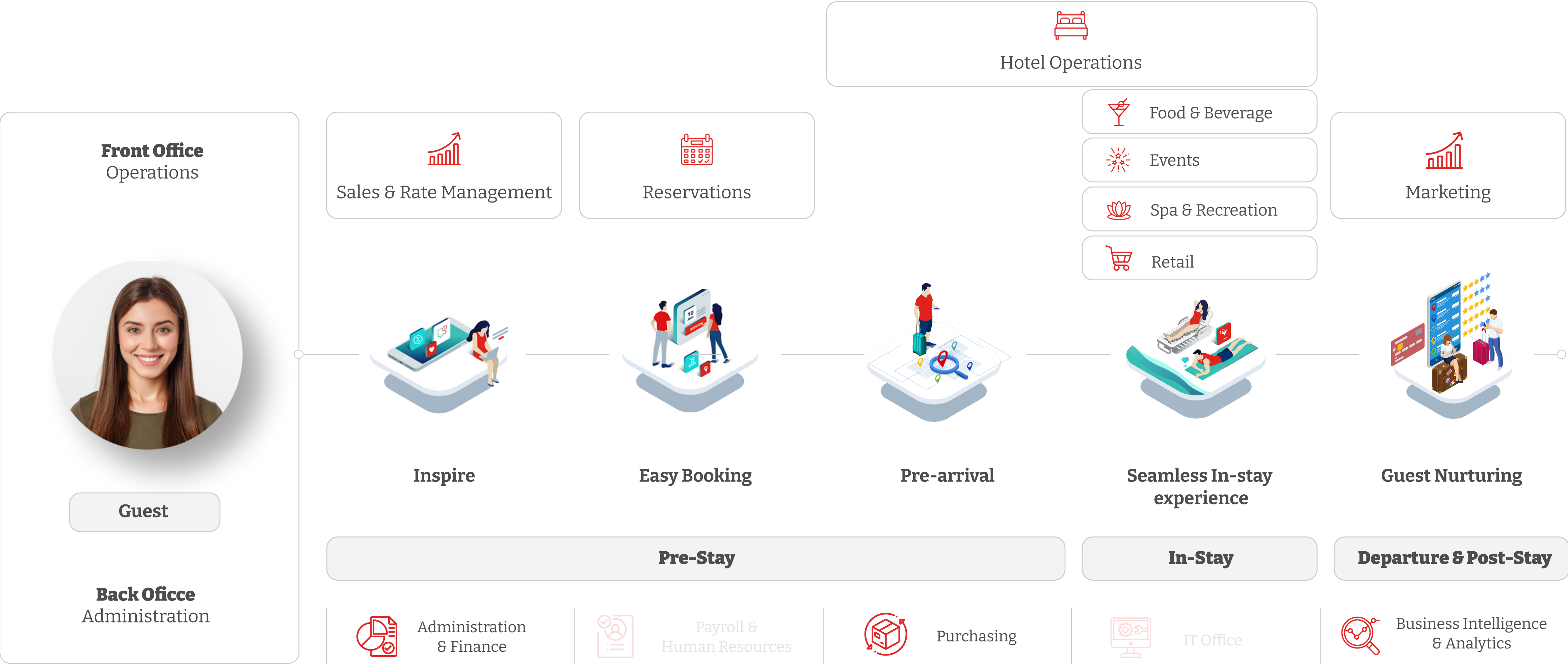
**TCA Innsist® Analytics has a deep industry specialization that empowers extraordinary guest experiences and business growth in:**





**Inssist® Analytics gives you precise information in each business area to take advantage in a very competitive business environment.**

End-to-end business intelligence: Innsist® Analytics extracts, transform and centralize high volumes of information generated during your hotel’s daily operational and administrative processes.





# With Innsist® Analytics, gain better insights from your hotel data and reports to address big business challenges.

## Lack of information is hindering decision making in the hospitality industry.

With so many businesses to choose from, it can be difficult to find the one that provides the high-level information the hospitality industry really needs.

### The solution

The most representative hotel chains in the Hospitality business rely on Innsist® Analytics for the most relevant industry KPIs. With standard and specialized reports, maps, and dashboards, businesses can save time and avoid using ratios that don't make sense.

## Large companies often struggle to focus on critical information.

Identify the important factors and make timely decisions. This can be particularly challenging for hotel chains or groups with multiple properties.

### The solution

Innsist® Analytics provides a complete overview of your properties and revenue centers, from operational to financial information. This allows you to make better decisions at the right moment.

## Difficulty to leverage high volumes of information with a clear purpose.

All the Innsist® software used at your properties, restaurants, spas, and retail stores can generate a lot of data on a day-to-day basis. While it may be difficult to keep up with all of this information, it can be put to good use by improving your business as a whole.

### The solution

Innsist® Analytics provides visual tools to better analyze the information stored in the data warehouse.

## Without accurate demand forecasting, the business cannot achieve the expected success.

Without proper demand forecasting, the business cannot be well prepared to receive more guests or adequately serve new customer needs.

### The solution

Innsist® Analytics uses specialized forecasting methods to help our customers get the most accurate information for planning and execution.

## Key Functionality

Inssist® Analytics was designed based on extensive hospitality experience and knowledge to provide organization leaders with key information at the right time to make profitable business decisions.



# Financials & Purchasing Analytics



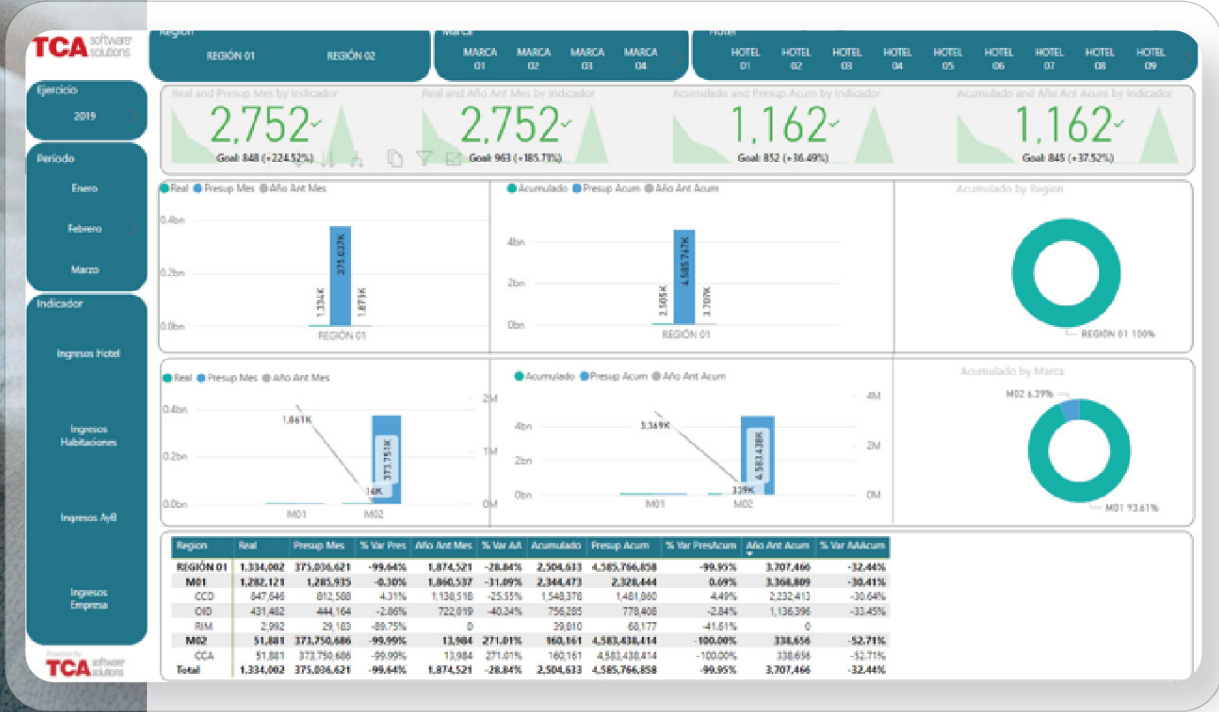
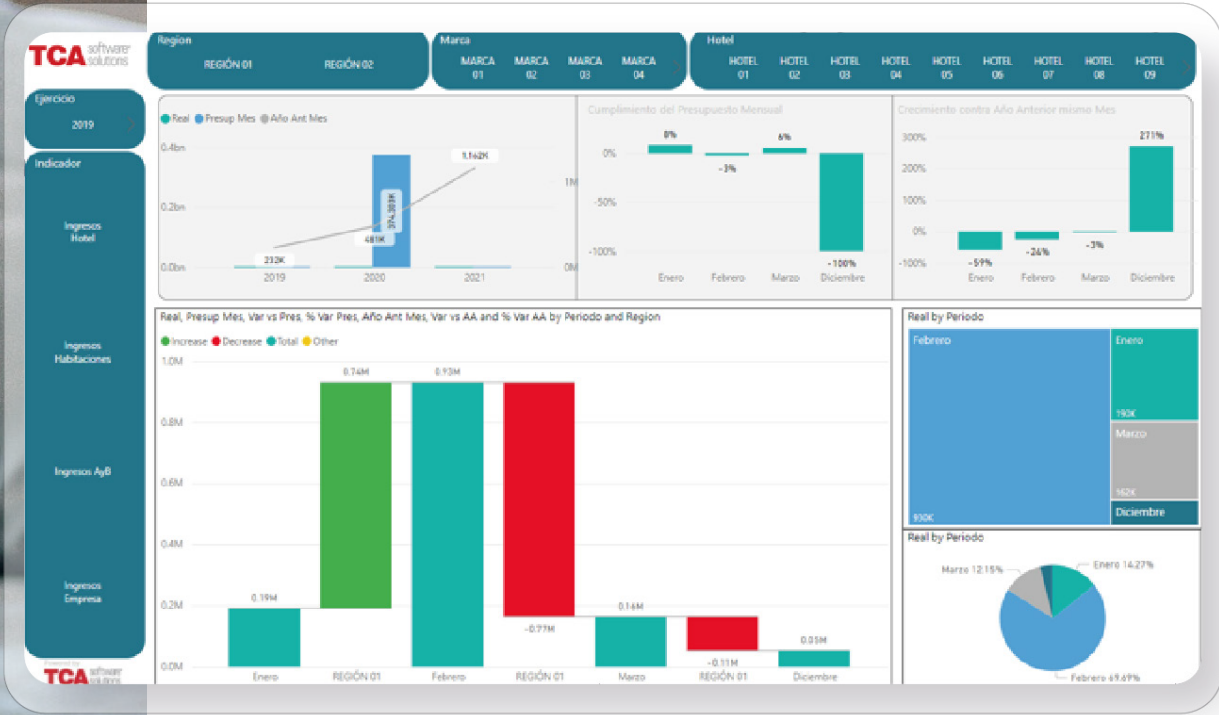
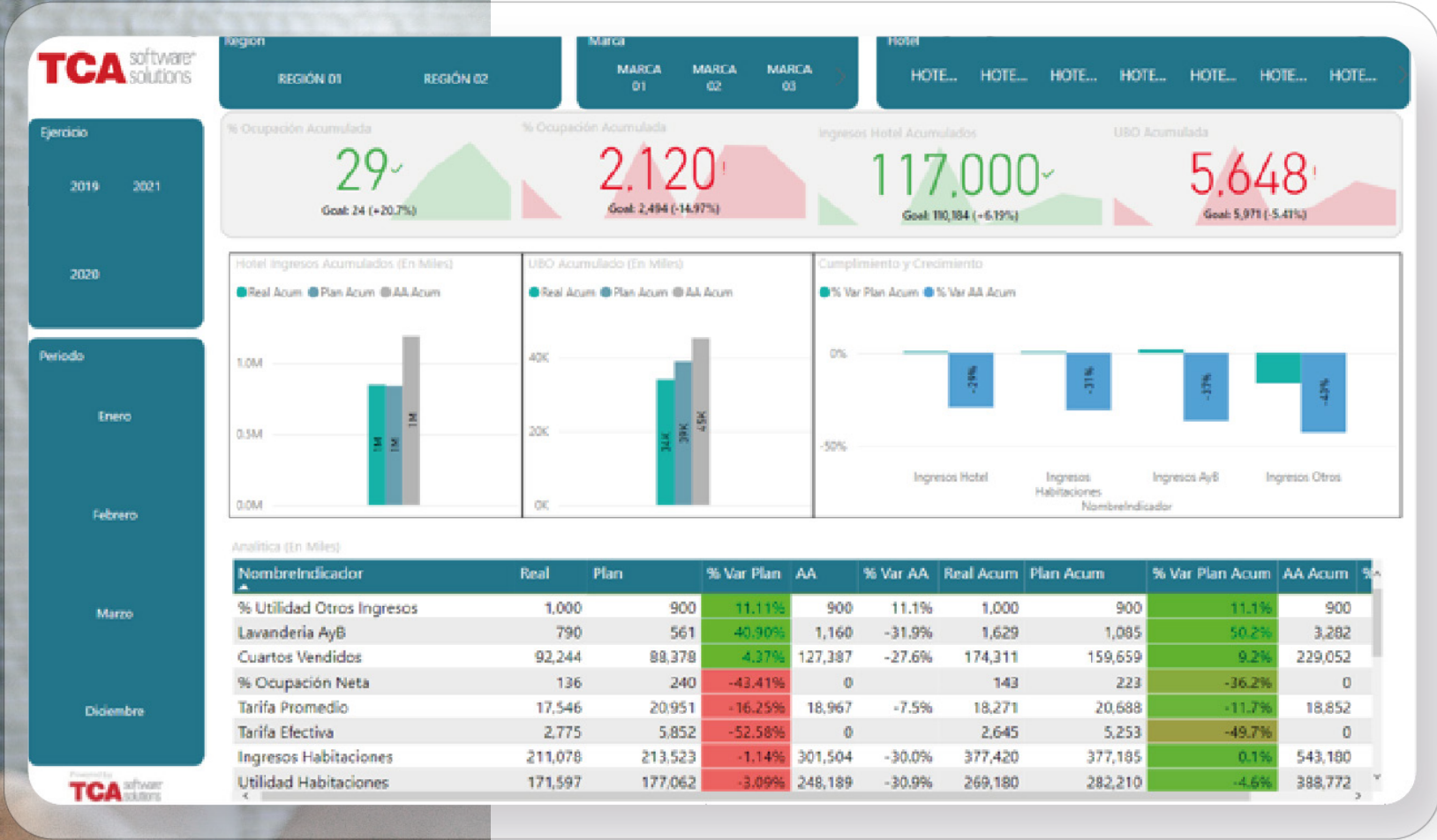
# Financials & Purchasing

## Financials

- Financial Statements
- Revenue
- Benchmarking
- Rooms Division Costs & Expenses
- Food & Beverage Costs & Expenses
- Account Receivables & Aging
- Employees

## Purchasing

- Suppliers
- Purchasing
- Inventory





# Most-used Ratios

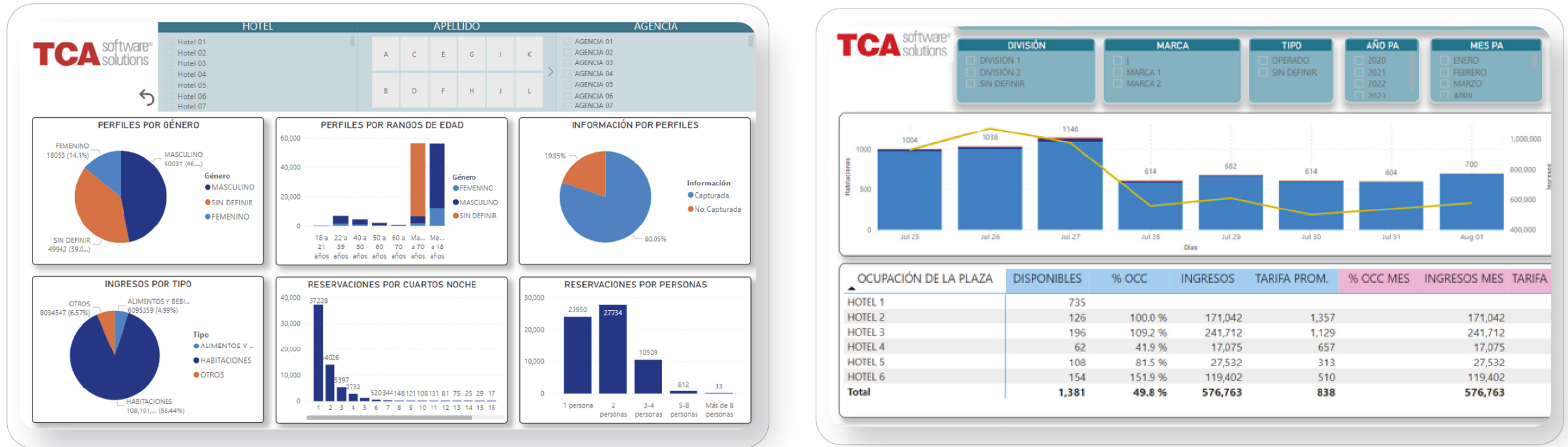
- \$ Revenue per booking
- \$ Average daily room rate (ADR)
- \$ GOP
- % GOP
- \$ GOP per room sold
- \$ GOP per available room
- \$ EBITDA
- % EBITDA

- \$ EBITDA per room sold
- \$ EBITDA per available room
- \$ Net Income
- % Net income margin
- AR turnover ratio
- AR turnover in days
- \$ Employee salaries per room revenue
- % Employee salaries per room revenue

# Hotel Operations Analytics







# Hotel Operations

## Rooms Operation

- o Rooms Reservations
- o Rooms Revenue
- o Rooms Occupancy
- o Agencies & Companies Production

## Food & Beverages

- o F&B Revenue
- o F&B Production
- o F&B Inventory

## Spa

- o Spa Treatments Revenue
- o Spa Retail Revenue
- o Spa Production
- o Spa Therapists Commissions
- o Spa Inventory

## Giftshop Retail

- o Giftshop Revenue
- o Giftshop Inventory

## Guests

- o Guests Genders
- o Guests Ages
- o Guests Geolocations
- o Reservations
- o Non-returning Guests

## Demand Forecasting using ARIMA and Hol's Winters' methods

- o Revenue forecast
- o Reservations forecast
- o Room nights forecast

# Most-used Ratios

- \$ Average daily room rate (ADR)
- \$ Revenue per available room (RevPAR)
- % Internet bookings
- % Canceled reservations
- % Bookings conversion rate
- % No show rate
- \$ Rooms revenue
- \$ Food & beverage revenue
- \$ Other services revenue

- # Rooms sold
- % Hotel occupancy
- % Room occupancy
- # Room inventory
- # Occupied rooms
- # Paid occupied rooms
- # Guests per room
- # Adults per room
- # Juniors per room
- # Children per room

- # Infants
- # Employees
- # Employees per occupied room
- \$ Employees cost
- % Staff turnover
- % Rooms booked through own reservation channels
- # Occupied rooms with discounts and house use

Our technological DNA allows us to create innovative software applications that are at the forefront of the hospitality industry.

Innsist® Analytics technology offers:

Browser and mobile app technology that enables Innsist® Analytics to run on PC, tablet or any mobile device. Delivery model: On-cloud.





**Take your business to the next level with TCA Innsist® specialized software applications portfolio.**

TCA Hospitality Software Applications

Front Office

Hotel Suite

- Property Management System
- Front desk Mobile App
- Hotel Services Mobile App
- Web Check In
- Reservations Mobile App
- My Stay Mobile App
- In-Room TV App
- Guest History
- Central Web Services Bus
- Hotel Web Services Bus
- Electronic Billing Portal
- Vacation Club & Timeshare Management

Revenue Centers Suite

- Event & Group Management
- POS Restaurants
- POS Waiter Mobile App
- POS Hostess
- Restaurant QR-Code Menu
- Restaurant Booking
- Kitchen Display (Upcoming release)
- POS Giftshop
- POS Spa Salon
- Spa Management
- Spa Concierge Mobile App

Back Office

Administration & Finance Suite

- Financials
- Purchasing
- Supplier Portal
- Payroll
- Fixed Assets (Upcoming release)

Reports & Analytics

Analytics

Financials & Purchasing

- Financials
- Purchasing

Hotel operations

- Rooms Operation
- Food & Beverage
- Spa
- Giftshop Retail
- Guests
- Demand Forecasting

Reports & Monitoring Suite

- Reporting Services
- Interfaces Monitor

3rd-party Interfaces

Main Operation

- Call Accounting Interface
- Keyless System Interface
- Internet Interface
- Payment Gateways Interface
- TV System Interface
- PBX Interface
- ID Reader Interface
- Minibar System Interface
- Check In/Out Kiosk Interface

Tax certification providers

- Electronic Billing Interfaces
- Electronic Billing Portal Interface

Distribution

- Hotel Booking Engine Interface
- GDS/OTA/CRS´s Interface
- Revenue Management Systems Interface
- Channel Management Systems Interface
- Timeshare Interface

CRM

- Loyalty Systems Interface
- CRM Interface
- Survey System Interface

Other 3rd-party Vendors

- PMS Interface
- POS Interface
- SPA Interface
- Back Office Interface
- Employee Access Control Interface
- Guest Mobile App Interface



**TCA Innsist® Analytics**  
**Parent products**

**Front Office**

- Property Management System
- POS Restaurants
- POS Giftshop
- Spa Management

**Back Office**

- Financials
- Purchasing



Service-oriented

# Services

We generate long-lasting relationships with our clients, by becoming strategic technology partners.



# Extract the full potential of our technology

We are committed and obsessed with generating successful and high-quality technology projects to help our clients materialize their strategic business vision.

Our services are managed by people with deep industry, business, and technology

expertise so that our customers can get the most out of the software applications, optimize the value of their investment, and maximize their performance.





## **Installation & training**

Project and software are uniquely configured to specific customers' needs through a distance, on-site, or hybrid implementation process.

## **Application Support & Maintenance**

Helpdesk support to help our customers to have an uninterrupted operation through our software products. 24/7 multilingual service with technicians that understand the in-depths of the business operation.

## **Account Managing & Consulting**

Consultants with deep knowledge in products and industry business are assigned to each account to help customers improve and maximize productivity by taking advantage of the full potential of TCA solutions.

## **Cloud Support**

Cloud managed services that include: resources management, monitoring, information security, back-ups, and infrastructure restore management.























We have gained the trust of the greatest players in the Hospitality industry, by helping them solve their business challenges through technology, and increasing their possibility of building industry-defining companies.



# TCA Hospitality: Some of our hotel group clients

# TCA Hospitality: Some of our hotel group clients



# TCA Hospitality: Some of our hotel group clients

# TCA Hospitality: Some of our independent hotel clients






To stand out in the hospitality business, hoteliers need to push boundaries to be at the forefront of the ever-evolving guest expectations.

At TCA Hospitality, we are committed to delivering innovative, accessible, specialized software applications and services that enable better guest experiences and more efficient and profitable businesses.

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