



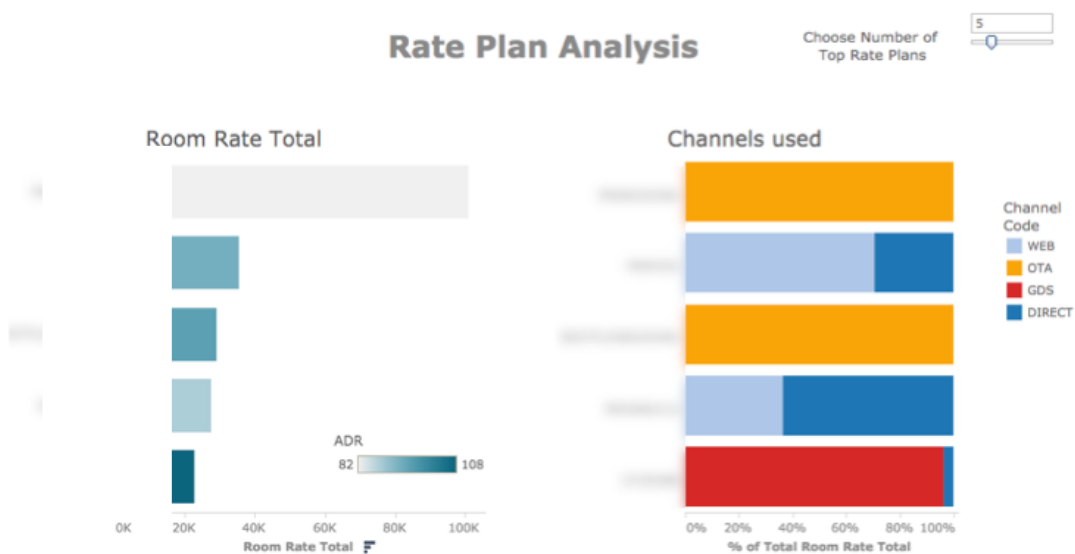
Press release

hetras' Smart Analytics:

An elegant solution for systematically analyzing data online

Munich, 19 January 2016

[Smart Analytics](#) is new Business Intelligence software from hetras that gives hotels and hotel chains a better way to rapidly analyze and evaluate big data. It allows users to obtain valuable information on all of their sales channels by creating their own customized dashboards.



Increase bookings on your website

Smart Analytics dashboards enable you to identify your strongest customer groups, systematically up-sell to them, and convert active users of other channels into direct bookers on your own hotel's IBE.

Increase your RevPAR/GoPPAR

Smart Analytics rate plans and pick-up analyses provide you with deep insights into your current performance. These analyses allow you to effectively compare past, current, and future performance forecasts and check and optimize your prices in real time and on a day-to-day basis.

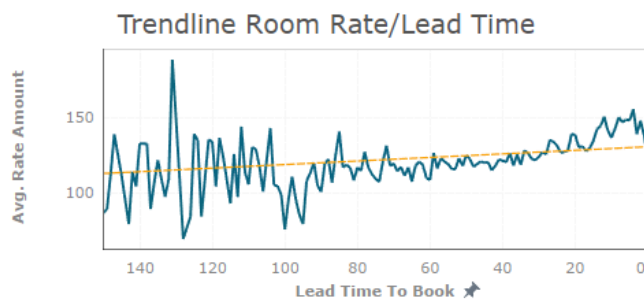
Monitoring campaign success

Pick up monthly

	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Overall
One Week	57,005 22.5%	101,885 31.0%	97,241 36.3%	78,052 25.0%	41,736 14.9%	29.77%
Two Weeks	28,525 11.3%	53,626 16.7%	67,944 18.4%	62,469 20.0%	26,913 9.6%	16.12%
One Month	59,941 23.7%	79,708 24.9%	103,339 28.0%	94,410 30.3%	67,423 24.0%	23.94%
Two Months	65,442 25.9%	55,182 17.2%	70,114 19.0%	61,759 19.8%	74,450 26.6%	18.60%
Three Months	16,540 6.5%	18,879 5.9%	16,884 4.6%	8,098 2.6%	43,330 15.5%	6.34%
More than three Months	25,548 10.1%	10,992 3.4%	13,745 3.7%	6,809 2.2%	26,544 9.5%	5.22%

Pick-up reports and geographical analyses show you which of your primary marketing campaigns and promotional channels are most successful. hetras' Smart Analytics enables you to understand and analyze your customers' travel needs and tailor promotions to your specific target group.

Visualizing trends for effective controlling

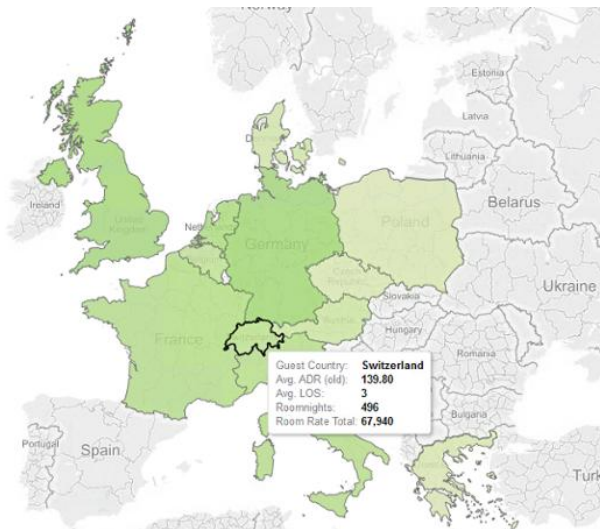


Use real-time data to align your budget with your forecast on a day-to-day basis. Trend analyses are quick and reliable indicators of a hotel's performance and strategy success.

Bringing together facts, figures, experience, and intuition in a meaningful way is crucial for smart decision-making.

"These days, measuring success is key for improvement." *Martin Reents, hetras CEO*

Analyze campaign success by country



Analyze guest data by nationality, sales, or consumer behavior. Smart Analytics filters allow you to navigate through your data by applying your own analysis criteria. Each analysis takes the collected data to a deeper level, allowing you to identify both problems and solutions.

The first Smart Analytics users and success stories

The first hetras customers to have tested Smart Analytics are reporting back not only satisfaction with the solution, but also praise for the optimized database analytics and extensive choice of analysis options.



To quote Dimitrios Neofitidis of [Obic Hotels](#), who has been using hetras Smart Analytics for some time:

hetras' Smart Analytics is absolutely **KEY** for our hotel chain when it comes to analyzing data in a meaningful way and allowing us to improve our performance. This means that both our revenue manager and the Group's management regularly use Smart Analytics as a tool.

About hetras

[hetras](#) is the first company in Germany to develop a fully cloud-based management application for hotels and hotel chains of all sizes. hetras' hotel management system has been specifically designed for New Generation Hotels that employ a high level of automation. It comprises a highly efficient property management system (PMS) and a powerful distribution and channel management system. The system is offered on a SaaS basis, which means that hotels pay an all-inclusive flat fee per month per room. hetras is also proud to be a hotel software partner of the Fraunhofer Institute's "[FutureHotel](#)" project.

For more information on hetras, contact:

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