

# smartstay™

HOSPITALITY INTELLIGENCE

Mert Gündüz  
Team Leader

# Main Problems in Hospitality



Time Loss



Communication Problems



Misinformation Problems



John Doe

ONLINE  
HELP



# Best Western İstanbul

An atmosphere where you may relax your body and soul and pamper your body is at your service in İstanbul.

Explore

ISTANBUL



22°C



Before Arrival



Guest Services



Hotel Information



Room Control



City Guide



# Beta Testers

Total of 600 rooms  
Trip advisor winners

# Market Analysis

Number of Hotels in Turkey

2969



Total Market Size

Luxury Hotels

1492



Target Market Size

Luxury Hotels in Istanbul

289



Initial Market Size

Annual subscription fee: 10.000\$

# Increase in Sales

Presenting the Promotions  
Introducing Extra Services



Keşfet

## Neorion İstanbul

Get ready for an extraordinary SPA experience...



Keşfet

## Neorion İstanbul

Spa seanslarımızla benzersiz bir deneyime hazır olun...

NEORION

Yeni Olanlar Multi Servisler Otel Etkinlikleri Oda Kontrolü Sizle Buluşun

İSTANBUL 22°C

 **KAYAK** Booking.com

**HOLIDAYCHECK**  
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**trivago**


 **tripadvisor**



# Customer Satisfaction

Easy Feedbacks

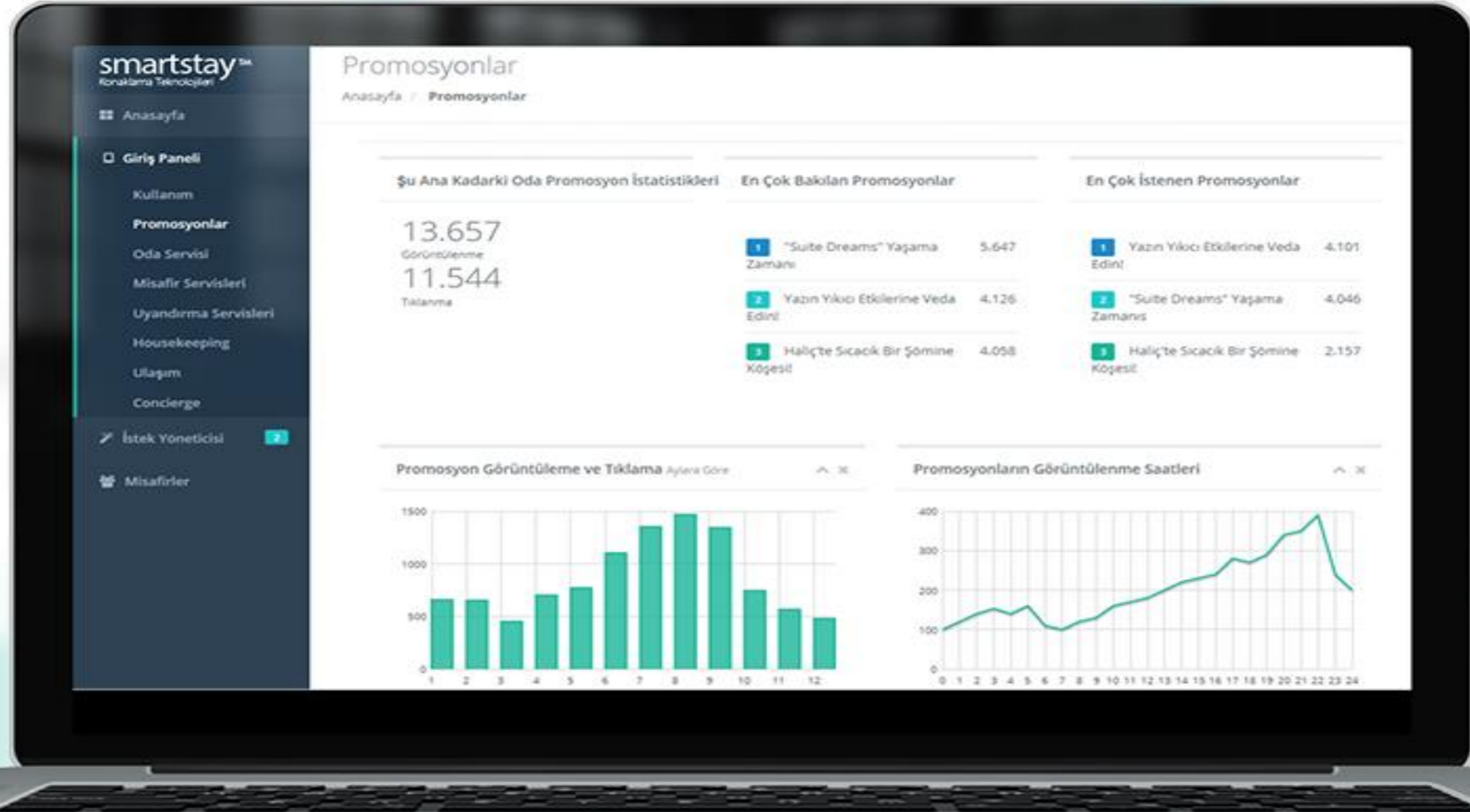
Unlimited language  
options

 %49 of hotel guests do not make reservations which received bad feedbacks on online agencies

**smartstay**™  
Konaklama Teknolojileri

# Administration Panel & Reports

Services Usage Details and Reports  
Employee Performances  
Service Time Tracking







Business Development

Kerem Kaya



Sales

Mert Gündüz



Designer

Muharrem Şenyıl



Software

Alper Filiz



# Financial Projections



# Capital Seeking

120K \$

Growth  
Sales and Support Teams  
Licenses for integration

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