



## Owners and Asset Managers

Optimize Investments

IT Strategy & Planning

Elevate Your Business

## Elevate your business with strategic technology optimization

In the ever-evolving hospitality industry, finding balance between operational efficiency and budget management is crucial. Guesswork or missing operational essentials can be costly to fix and impact your business significantly.

As your **trusted technology partner**, Bookallil Advisory brings over three decades of expertise, having managed and led technology for companies including **Marriott International, Four Seasons, Radisson and InterContinental** as well spearheaded the APAC technology transformation for **The Ritz-Carlton and Starwood acquisitions**.

Our extensive global experience, especially in the Asia Pacific region, enables us to provide customized strategic solutions that cater specifically to your business needs given that the same methodologies easily scale to any size operation.

We deliver strategic solutions that leverage our industry knowledge, operational expertise, and technical bench strength to effectively tackle your challenges.

At Bookallil Advisory, we are dedicated to one mission: **delivering impactful results**.

<https://www.linkedin.com/in/martinbookallil/>





# Partnership Values

## **Align with your Vision, Mission, and Values.**

Embrace your core principles to thoroughly understand your business.

- Dedicated to supporting your goals with precision.
- Ensure balanced strategies, investments and execution for medium to long-term success leveraging our experience as operators now in the owner's domain.
- Provide top-notch service and advice with measurable results.
- No product or vendor bias, evaluating every option for ultimate success and harmony.
- Prompt responses with clear, concise, and compelling information that is easy to understand.
- Leverage our extensive knowledge, skills and contacts to achieve improvements in positioning and revenue generation. Where gaps exist, we can recommend trusted partners to ensure high-quality outcomes.
- Work remotely wherever possible to minimise costs without compromising quality.

# Services Portfolio



## **CIO/CTO Leadership**

With 30+ years of proven performance in senior Hotel technology roles across four companies, we bridge any current gaps in your technology leadership.

We offer part-time, interim, short-term, and ongoing services scaling to any size operation.

## **Improve Your Business Technology Operations Performance**

At Marriott, Martin recently led a \$20 billion business with 1,800 technology employees across 27 countries in the APAC region, achieving top 5% for individual performance, employee engagement, and customer service.

We analyze your operational model to deliver clear roadmaps and execution plans to optimize your technology performance and provide metrics-based improvements.

## **Gain a Competitive Edge with Digital Transformation and Innovation**

Leverage Martin's successful track record spearheading technology transitions during APAC Starwood and The Ritz-Carlton acquisitions by Marriott.

We help you collaborate across departments to drive revenue, plan and execute digital transformations or implement unique innovations to differentiate your product.

## **Technology Asset Optimization/CAPEX Assessment**

At Marriott, Martin managed 270,000 technology assets across APAC, overseeing CAPEX and OPEX investments totalling \$230 million annually. As you scale up, controlling assets and prioritizing spending becomes crucial.

We help you effectively manage these key initiatives or respond to Management company requests.

## Services Portfolio (continued)

### **Management of Hotel Property IT Build and Conversion Projects**

With experience in over 250 hotel openings, conversions, and renovations, Martin contributed to developing Marriott's construction standards and processes, overseeing 400 active projects at any given time.

We help you determine the right infrastructure requirements from the start to avoid costly and hard to fix errors to optimize your spending.

### **Realizing Value and Mitigating Risks with Vendor Contracting**

Martin has closely engaged with business partners and vendors, leading a comprehensive governance model for contracting. By successfully introducing a new global POS vendor as the first alternate POS supplier at Marriott, owners were able to realize 30%+ savings.

We help you negotiate contracts to leverage your best position.

### **Aligning Technology Organization Structure to the Work**

As subject matter experts, Martin led six internal IT reorganizations at Marriott, scaling the IT organization from 100 to 1,800 employees while reducing the staff-to-hotel ratio by 25% and, at the same time balancing outsourcing resources.

We can help you align work forecasts, optimize talent, and manage budget constraints to support your growth.

### **Elevating Guest Internet Experience**

Let us put our deep expertise to work for you. Managing Marriott's Guest Internet Governance Program in the APAC region, Martin maintained the #1 global position for over 15 years, consistently meeting guests' service standards.

Our expertise lies in skilfully navigating vendor selections, ensuring optimal investment, attaining competitive pricing, and equalized specifications.

### **Please Ask**

We will adapt to address your specific needs.



# Bookallil Advisory - Your IT Partner

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As of 27 June 2024. Proprietary and Confidential to both parties.

**Let's discuss this proposal. Please book a timeslot that suits you below**

<https://calendly.com/bookalliladvisory>

[www.bookalliladvisory.com](http://www.bookalliladvisory.com)