



**BOOKALLIL**  
ADVISORY

Optimizing Hospitality Technology

**Hospitality Technology Vendors**

Technology Strategy

Customer Insights

Independent Viewpoint

# Optimize your technology go-to-market Strategy with Bookallil Advisory

In the competitive hospitality industry, pitching the right product to the right market at the right time is crucial.

As your **trusted IT partner**, Bookallil Advisory brings over three decades of experience, having managed IT for companies including **Marriott International, Four Seasons, Radisson, and InterContinental**. Our global experience, especially in the Asia Pacific region, provides a unique industry perspective.

We have developed deep insights leading Marriott International's \$20 billion business across the APAC region, managing 1,800 technology employees and achieving top performance in employee engagement and customer service metrics.

We excel in fostering strong relationships with business partners and vendors. Our expertise includes implementing comprehensive vendor governance models and introducing alternative global technology vendors.

At Bookallil Advisory, our mission is clear: **delivering impactful results**.



# What We Do For You?



## **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 in the vendor's domain, as well as our understanding of the vendor's business.
- Provide top-notch service and advice with measurable results.
- Prompt response 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.
- Work remotely wherever possible to minimise costs without compromising quality.

# Services Available



## **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 using methodologies easily scale to any size organization.

## **Market Entry Expansion Assistance**

Enter the APAC market with our specialized support.

We conduct thorough market research to identify suitable partners, engage to assess long-term compatibility, evaluate reputation, processes, and capabilities, and assist in securing partnership agreements to solidify relationships.

## **Product Innovation and Reviews**

Elevate your innovation sessions by leveraging our experience and insights to gain invaluable customer perspectives to enrich your product development plans and customer positioning.

## **Workshop Facilitation/Event Planning**

We have deep experience participating in and running workshops and events.

Utilise us as your facilitator to help get the best out of the valuable time when your team, customers and partners are together to drive quantitative findings, plans, actions and actionable outcomes.



# Services Available (continued)

## **Help Build your Business Plan**

Having created many Business Plans over the years we help broaden your business plan perspective by integrating customer and wider insights to effectively support your strategic decisions.

## **Sales Strategy Review**

Optimize your sales approach with our comprehensive analysis and actionable insights by identifying target customers, refining engagement techniques, pricing evaluations, and tailoring marketing materials for maximum impact. We are your customer advisory arm.

## **Roadmap Reviews**

Enhance your roadmap planning sessions with a customer-centric viewpoint or through offline assessments of your current plans.

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

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

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

# Services Available (continued)



## **Special Projects**

Access short to mid-term resources to bolster your resources and ensure success in critical areas where resources may be lacking.

## **Installation/Execution Methodology Feedback**

Drive efficiency and effectiveness in your processes with our customer-centric feedback and recommendations.

## **Please Ask**

We can 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.

**Please make an appointment to  
discuss your needs...**

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