



Above Property Hotel IT

Outsource Overflow Work

Leverage Independent Viewpoint

Experienced Partnership

Elevate your business with strategic technology optimization

Acting as **your trusted partner**, our expertise and support will provide the firepower you need to thrive while **optimizing your precious time and resources**.

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

Successfully navigated through **business-impacting events** including regulatory compliance/control changes, data issues, financial downturns, pandemics, and natural disasters.

Our extensive global technology experience, particularly in the Asia Pacific region, enables you to accomplish your goals by **adding to your resource pool** and gaining an **independent viewpoint** for **planned projects and innovation** efforts using methodologies that easily scale to any size operation.

At Bookallil Advisory, we are dedicated to one mission: **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.
- Leverage our comprehensive Above Property technology experience to optimize your resources and technology spend.
- 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 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 Available

CIO/CTO Leadership

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

We offer part-time, interim, short-term, and ongoing services using methodologies that easily scale to any size operation.

Improve Your Business Technology Operations Performance

At Marriott, Martin 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 operations 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.

We help you plan, launch and execute digital transformations or implement unique innovations to differentiate your brands.

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)



Realizing Value and Mitigating Risks with Vendor Contracting

We have 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, we were able to provide owners 30% + savings.

We help you negotiate contracts to leverage your best position.

Aligning IT 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 resources.

Our team will 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, we had maintained the #1 global position for over 10 years, consistently meeting guests' service standards.

Our expertise lies in skilfully navigating vendor selections, ensuring optimal investment, attaining competitive pricing, equalizing specifications and defining operational process training.

Project Management

Happy to help with your unique needs in this space.

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.

**Make an appointment to discuss your
needs...**

<https://calendly.com/bookalliladvisory>

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