

# Atomize Product Sheet

## Maximize your revenue and save time with real-time price automation



ATOMIZE

## Increase revenue with Atomize

Set on the Northern shores of Lake Michigan, the Terrace Bay Hotel offers 61 spacious rooms and suites. Its familiar ambiance and waterfront location make it a perfect weekend getaway for nearby city-dwellers and a sought-after wedding venue. Guests can enjoy various activities on or around the lake and explore the Upper Peninsula's stunning natural attractions.

Rick Elrod and Jarred Drown, two of the [Terrace Bay Hotel's](#) co-owners, handled all revenue management-related tasks manually in the past which meant that they could not always take the most advantage of new trends and often left money on the table.

Since implementing Atomize Terrace Bay runs the system on full-autopilot which means that they always sell their rooms at the best price, and also save even more time which they can reinvest in other important work. One of the best things about using Atomize is that it often sets considerably higher prices than they would have set themselves. They decided to trust the system and have seen it consistently generate bookings at the best rate possible. Relying on the algorithm has helped them be more daring in their pricing and current results prove that's a good choice.



## Automated Revenue Management

Atomize offers dynamic pricing solutions for hotels, adapting rates based on market trends and individual performance.

You can review, modify, or approve suggestions, which then update your Property Management System (PMS).

With autopilot, **used by 70% of our clients**, Atomize fully automates pricing in real time. It optimizes revenue per available room (RevPar) by adjusting the average daily rate (ADR) according to price sensitivity and balancing occupancy.

Unique to Atomize is its ability to optimize rates for each room type while considering the hotel's overall performance.

### WHEN RECOMMENDING PRICES ATOMIZE CONSIDERS:

#### Historical data and performance

Data such as reservations and group allocations are fetched from your PMS to reveal booking pace, cancellation rates, trends, and much more.

#### Competitors

Atomize continuously monitors your chosen competitors for price per room type and room availability changes.

#### Future demand insights

With the use of future demand insights in Atomize, you can better understand booking intent to capture demand before your competition.

#### Local holidays

Local holidays and typical demand for your region is considered automatically.

#### Price hierarchy between room types

We price your room types dynamically and independently of each other, but we make sure that we never break any price rules that you have.

#### Effect on adjacent days

When we recommend a price change for a specific date, the system also considers the effect it has on the days before and after.

*"One of the things that I like the most about Atomize is that it's not steered by feelings, it's completely data-driven, and because of that it can optimize prices to its full potential without human assumptions or preferences around historic pricing which usually limits us as revenue managers. Atomize has generated fantastic results for us. All of our properties run on full-price automation which means we save vast amounts of time; a working day per week, in other words, 30+ hours per month"*



**Eric Bergsten,**  
**Senior Revenue Manager, CIC Hospitality**

# What hoteliers are saying about Atomize



“Atomize is great, the system has taken over all the manual work. It analyzes the market, evaluates demand, and pick up to optimize our rates every time there’s a shift. This saves us a tremendous amount of time and ensures our prices are always in line with the latest market developments.”

Owner - Boutique Hotel in USA

*Check out our profile on*



**HotelTechReport**



Automate your pricing strategy

“Simplicity is one of the main advantages of Atomize. We have saved huge amount of time on the time-consuming and repetitive pricing. Automation and a simple user interface are allowing us to do more in less time.”

Revenue Manager, UK



## Atomize

Top Rated Revenue Management System

Reviews **258**    Recommend **94%**    Integrations **16**

[Visit Website](#)

[Read reviews](#)

## Atomize vs. the competition

What happened when HotelTechReport.com asked hoteliers to rank Revenue Management Systems?

The ratings below are from more than 1000 hoteliers that regularly use revenue management systems. To choose the best RMS, the hoteliers were asked to rate each of the Revenue Management systems using five key factors. Atomize beats the competition in every category!



## ATOMIZE

## duetto

## ideas™

LIKELIHOOD TO RECOMMEND

94%

93%

92%

EASE OF USE

4,8

4,7

4,6

RETURN ON INVESTMENT

4,6

4,4

4,4

CUSTOMER SUPPORT

4,8

4,7

4,6

IMPLEMENTATION

4,7

4,6

4,6

Source: HotelTechReport.com

# Product features

With the special features and modules available in Atomize, you will gain a competitive edge in the market and be fully equipped to make the most of your revenue management strategy

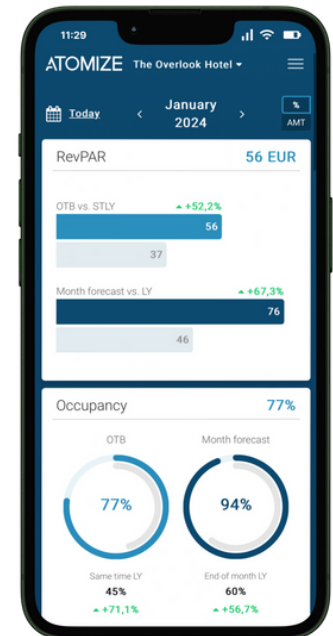
## Real-time price optimization

Revenue opportunities that used to exist for a matter of days or even hours can in today's digital environment be gone in a matter of minutes or even seconds – especially in dynamic markets and during the final hours of the booking window. To make sure your hotel is not missing out on revenue, room prices need to be updated in real time, at the highest frequency possible.

Atomize is the only RMS supporting true real-time price optimization - capable of doing more than 150 million price calculations per day.

By automatically retrieving and analyzing internal and external data, Atomize updates a hotel's room rates in real-time to take advantage of even the slightest changes in the market to maximize a property's revenue.

Using real-time pricing ensures you are always a step ahead of your competition when it comes to securing market share and maximizing rates during high-demand periods



## 24 months pricing & forecasting

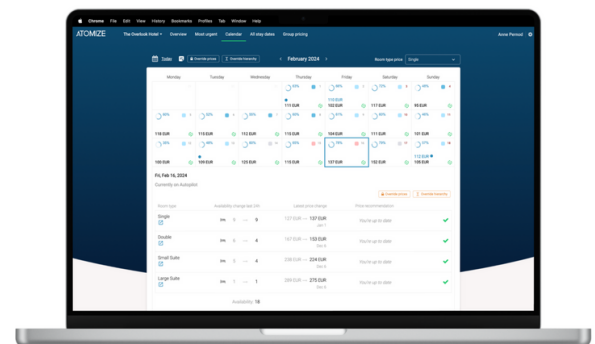
With the ability to adjust prices 24 months into the future, in real time, hotels can ensure they do not miss out on revenue opportunities further out in the future. It gives revenue managers a chance to be more strategic as well as provides better control to take advantage of even the slightest changes in the market 730 days into the future.

## Autopilot

Sit back and relax. Turn on autopilot to let Atomize accept price recommendations and automatically adjust the rates in your PMS.

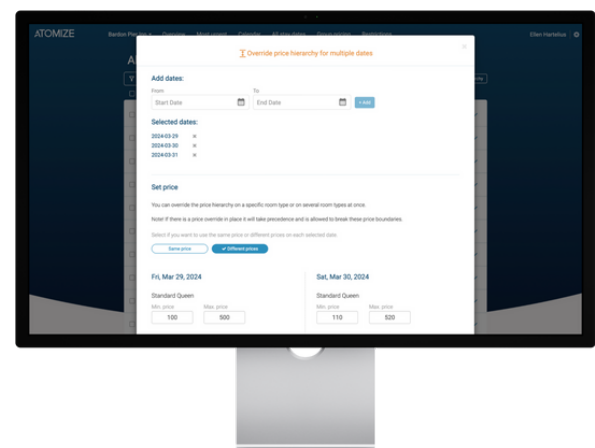
Atomize's autopilot feature enables continuous, 24/7 rate optimization for up to 730 days in the future, ensuring your hotel always offers optimal pricing.

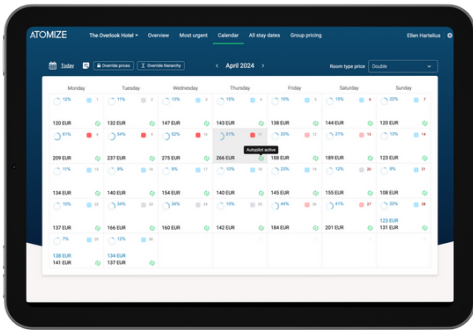
Additionally, with our pricing controls, you can let the autopilot be active for specific periods while retaining the ability to manually review and approve rates for selected dates, blending automation with personal oversight.



## Pricing controls

Atomize is built on the foundation of simplifying pricing through artificial intelligence (AI) and automation while you as a user can set pricing controls to ensure the system's approach fully lines up with your business strategy. By using the pricing controls in Atomize you can set a framework for the algorithm to ensure price recommendations that work for your property, your brand, and your market.





## Future demand insights

With our revolutionary top-of-funnel data you have access to booking and travel intent data needed to reliably forecast demand. Identify sudden changes in hotel booking demand and booking intent in your geographical hotel market, 365 days rolling. A calendar view will provide you with a clear overview of the current status of your inventory. It combines powerful insights into rates, market demand, and OTB occupancy, all at just one glance.

## Forecasting

Atomize Forecasting offers a comprehensive solution for hoteliers, enhancing decision-making and operational efficiency. The solution provides you with daily revenue and room nights forecasts for the next 90 days, as well as monthly forecasts for the full year. You can effortlessly enter your budget as well as your own forecast and compare these estimates to the system forecast.

The forecast data is also compared to last year's performance and is presented in intuitive graphs, offering a visual representation of the key metrics to support effective decision-making. For deeper analysis and crucial tasks, such as resource planning, you can easily export the data to Excel (or equivalent tools).

## Restriction Management

Utilize restriction management in Atomize to control the types of bookings you accept for certain dates and/or rate codes. With our stay restrictions, you can optimize your inventory and drive business in several ways to avoid leaving money on the table. You decide if you want to manually input restrictions or you can let the system optimize and recommend the most optimal restrictions for you.

## Group Pricing Module

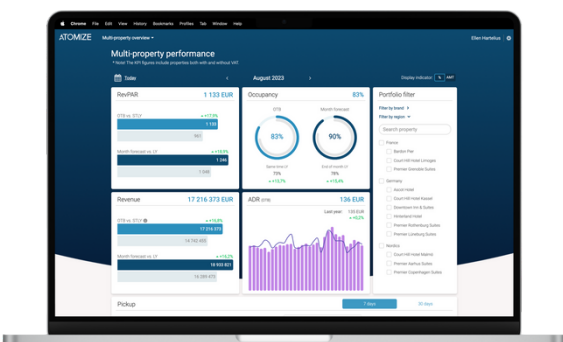
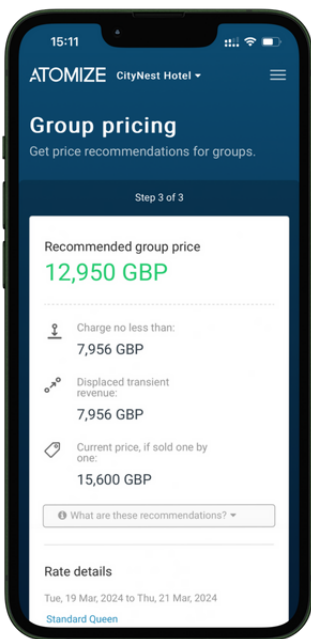
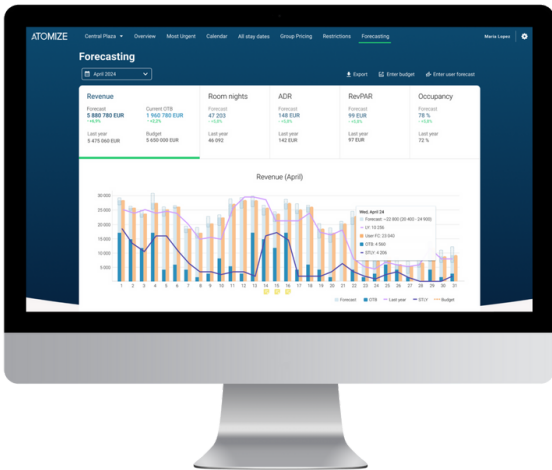
Atomize presents an efficient approach to group booking requests. Within seconds you can determine the ideal rate to offer, the lowest rate you can accept and whether you are better off taking the group or filling your hotel with other business. Not only will you be able to offer a competitive rate in line with the market, but you'll also send it out before your competitors have even had the time to do their first round of calculations.

## Intuitive Mobile First Design.

Atomize is 100 % device agnostic, and with you whenever and wherever you need it. It is easy-to-use on any device, from mobile to desktop.

## Multi-property support

The multi-property dashboard in Atomize is built for central hotel teams and hotel operators who need to have access and monitor the performance of their entire hotel portfolio and/or KPIs for certain brands. It gives you a comprehensive overview of your hotel portfolio, stimulates pro-active pricing decisions, and helps identify revenue opportunities and which properties need action first.





# Customer Stories

Listen to Atomize customers from all over the world sharing their stories and experiences of using Atomize RMS in their hotels. Learn how Atomize has saved them on average 20+ hours per month and increased their RevPAR an average of 19 % within 3-6 months.

## SUCCESS STORIES



**How to successfully manage 20 properties per revenue manager with the use of Atomize**



**The power of smart revenue technology: Ligula Hospitality Group increases RGI for one of their brands by 20% YOY**



**Criterion Hospitality uses Atomize RMS To Automate Pricing for their London hotels**

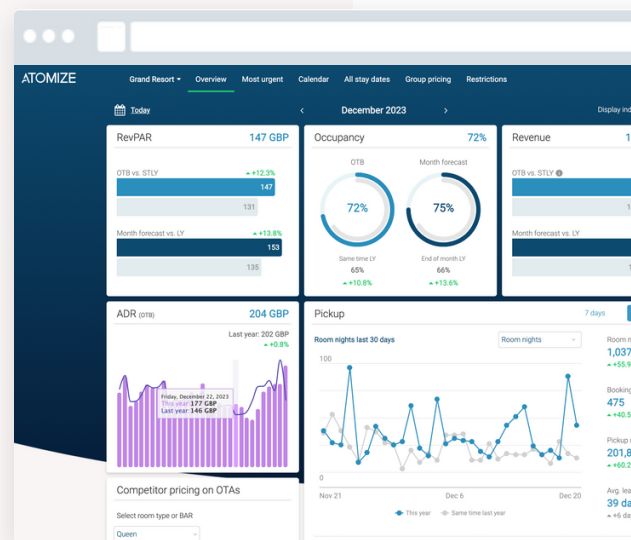


**35% ADR increase: How the Arcade Hotel benefitted from automated pricing**

# ATOMIZE

[Book a demo](#)

Atomize is a next-generation Revenue Management Software, powered by dynamic pricing, price automation, and future demand insights to capture maximum revenue. Atomize RMS helps hotels around the globe to maximize their revenue, by automatically setting the optimal price per room type, in real-time. Used in more than 50 countries, across five continents, by properties in the wide range of 30 to 1250 rooms. Atomize is a lean revenue management software designed for hoteliers who want to do more with less.



# Get in touch!

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