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

# 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.

*Full Autopilot*

# 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.

# 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 room rate in real-time according to price sensitivity based on various relevant data sources. 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.

FINALIST BEST REVENUE MANAGEMENT SYSTEM — HotelTechReport 2021

FINALIST BEST REVENUE MANAGEMENT SYSTEM — HotelTechReport 2022

LEVEL III CERTIFIED CUSTOMER SUPPORT — HotelTechReport.com 2024

| | 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

# Special Features

With the special features and modules available with 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.

### 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.

### 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.
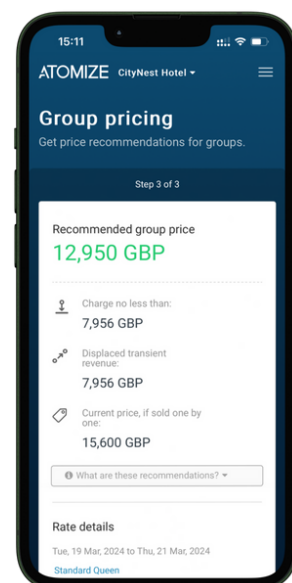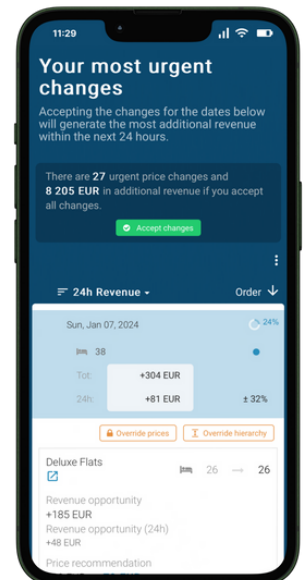
### Group Pricing Module

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.

**OVERVIEW**

**REVIEW PRICES**

**GROUP PRICING**

# Atomize Forecasting Module

Atomize Forecasting offers a comprehensive solution for hoteliers, enhancing decision-making and operational efficiency. The solution provides you with (e.g.) a daily revenue and room nights forecast 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).

In summary, Atomize Forecasting facilitates the identification of revenue opportunities, streamlines operations, helps you pinpoint optimal campaign periods, and aligns budgets with revenue expectations.

**Key Benefits:**

- **Enhanced Operational Planning:** The forecasting module equips your hotel to make informed, data-driven decisions. This tool streamlines operational planning, ensuring you are well-prepared for future demands.

- **Boost Marketing Strategies:** Gain valuable insights into high- and low-demand periods. Our module aids in crafting targeted promotions and campaigns, optimizing your marketing efforts for maximum impact and profitability.

- **Efficient Budgeting:** The Forecasting Module is a game-changer in achieving financial objectives. It offers the necessary tools and insights for crafting accurate and realistic budgets, ensuring alignment between your financial goals and revenue strategies.
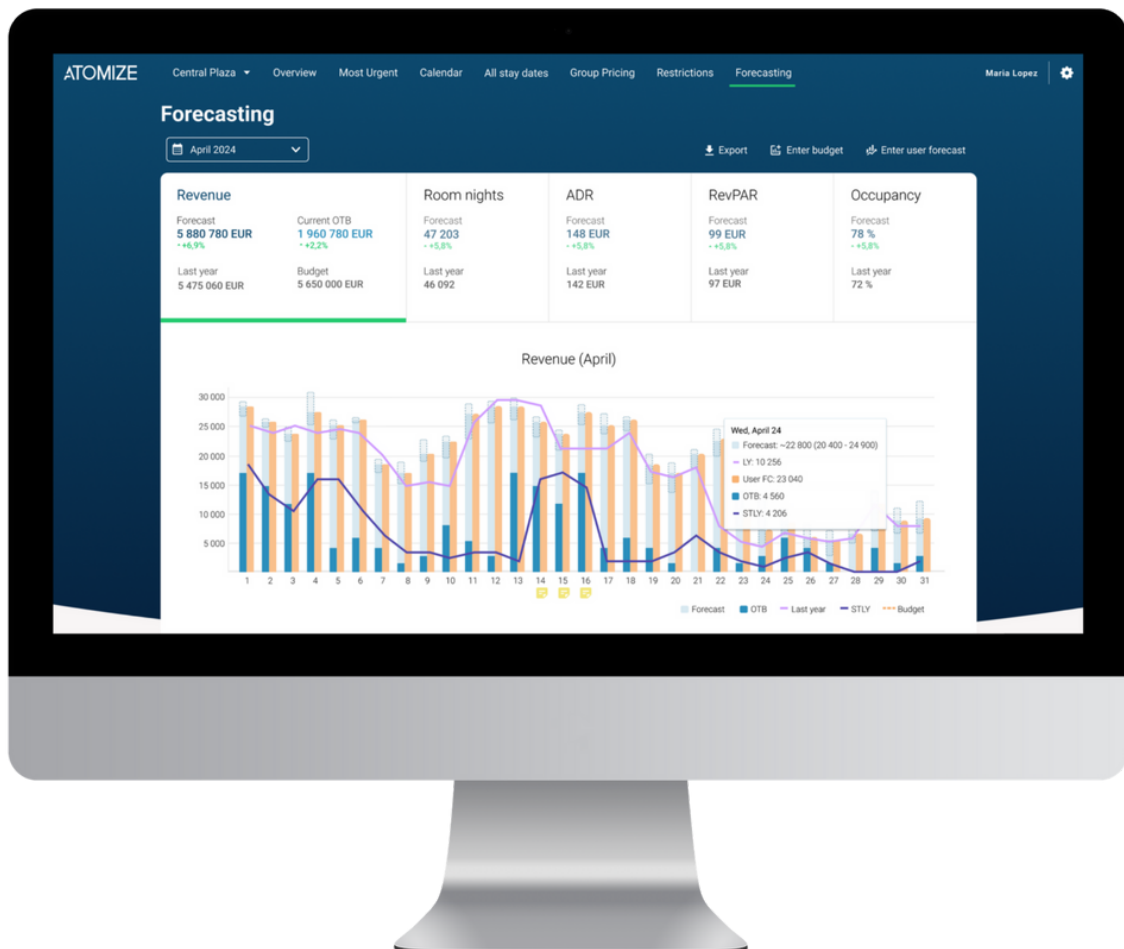
# Restriction Management

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.

**Atomize supports multiple types of stay restrictions, below are the most common ones:**

### MINIMUM LENGTH OF STAY (LOS)
By setting a minimum length of stay restriction you require a minimum stay length which keeps rooms from going unsold over busy times and helps to boost shoulder days. Property Managers usually extend a minimum length of stay to optimize high-demand periods and make business more profitable.

### MINIMUM PRICE RESTRICTION
To achieve the best possible RevPAR during high peak times, it may be necessary to restrict certain lower rates which is often done using a minimum price restriction (also known as a hurdle rate). The minimum price restriction helps inform which rooms should be sold to whom, when, and at what price to achieve maximum profitability.

### CLOSED-TO-ARRIVAL RESTRICTIONS
This restriction works best for packages and discounted rates, e.g. a two-night midweek getaway with arrival dates only from Monday through Wednesday. If the offer is enticing enough, it can drive business on historically low-demand days. At the same time, you ensure guests can't book any lower-priced offers on your peak dates.

### RECOMMENDED LENGTH OF STAY RESTRICTIONS
With Atomize you can let the system recommend which restrictions should be set to maximize revenue. Atomize does so by pairing rate recommendations with suggestions for setting or editing stay restrictions. This function is available for hotels using Mews PMS and will be expanded to include additional integrations soon.

# 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.

## The pricing controls include price hierarchies and overrides.

### ESTABLISH THE FOUNDATIONS - DEFAULT PRICE HIERARCHY

By using the Atomize default price hierarchy you can determine the standard minimum and maximum rates per room type to give the algorithm the framework needed to make solid recommendations that follow your rate strategy and your brand's pricing rules. You can set the minimum and maximum price boundaries for each room type, as well as the offset between them.

### PREPARE FOR SPECIAL CONDITIONS - SEASONAL PRICE HIERARCHY

Refine your system's approach by providing it additional information such as modifying the high and low seasons and using historical and forward-looking demand data, event announcements and your experience to identify these periods. A seasonal price hierarchy is set for a certain period where in addition to having a default price hierarchy, you can configure up to five alternative price hierarchies in the application.

### ADAPT TO ONE-OFF SITUATIONS - HIERARCHY OVERRIDE

On certain occasions, such as when there is a special event influencing your business, you might feel the need to adjust your prices. This could mean shifting your overall strategic or seasonal pricing or tactically adjusting the rate floor or ceiling for certain dates. By using the hierarchy override feature in Atomize we are allowing you to do so.

### PRICE UPDATES IN BULK

Regardless if you want to do price overrides or hierarchy overrides you can select several dates and update them all at once.
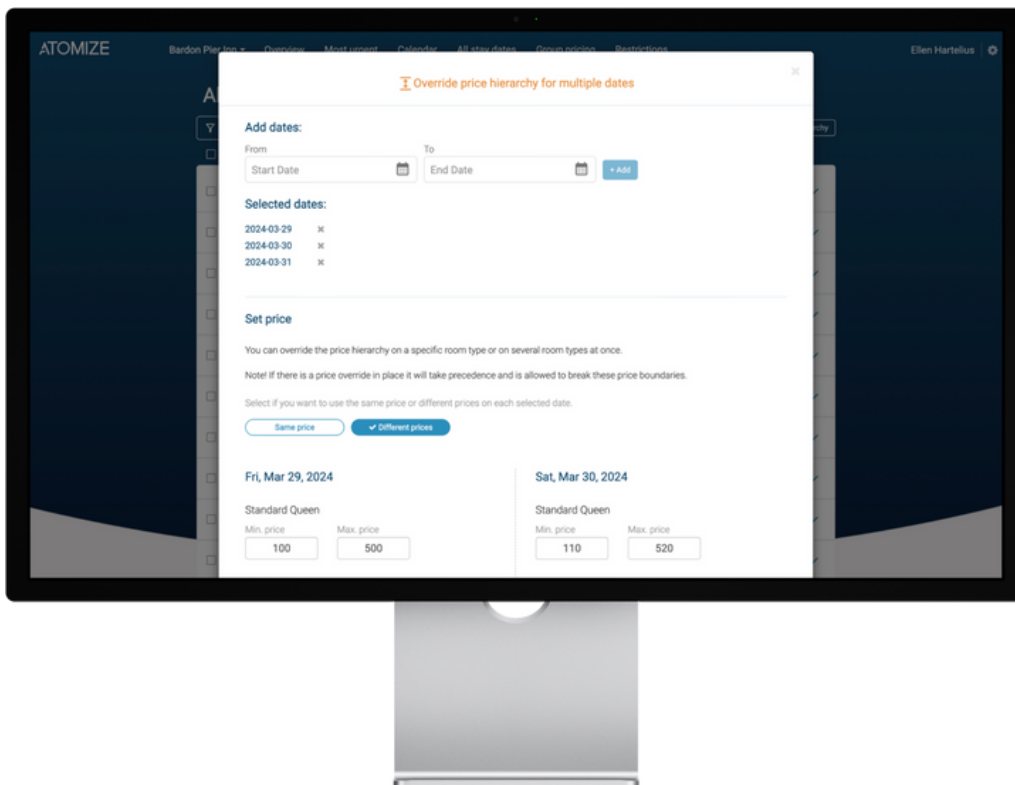
# Future Demand Insights

With hotel operators under pressure to make the most of demand, any additional insight into future traveler intent is critical, for this reason, Atomize users have access to Market Insight data from Lighthouse *(former OTA Insight)*.

Market Insight is the only solution in the market that delivers a blend of aggregated sets of data, such as the volume of travelers searching for and arriving in your market, empowering Atomize users to see when and where customers are looking to book.

Market Insight is built on a unique, AI-powered technology that taps into millions of top-of-funnel search and pricing data sources, including TAs, GSs, flight data, events, holidays, alternative lodging inventory, and meta-review sites.

**CAPTURE DEMAND EARLIER IN THE TRAVELER JOURNEY, BEFORE YOUR COMPETITION**
With the use of future demand data, Atomize users better understand traveler intent, helping them to capture demand with the right rates and offers. This revolutionary top-of-funnel data is ingested into Atomize dashboard, giving Atomize users access to booking and travel intent data needed to reliably forecast demand in uncertain times. These future demand insights will give you an unprecedented leg up on your competition.

**IDENTIFY HIGH DEMAND DAYS AND MARKET ANOMALIES**
The demand data is processed together with Atomize's other data sources, including both historical and future on the books data to identify dates with high future revenue opportunities. Discover high-demand days and market shifts early on so you can capture future bookings with the right rates and offers to boost your revenue.

**MONITORING OF HOTEL BOOKING DEMAND IN ANY GEOGRAPHICAL MARKET IN YOUR RMS, 365 DAYS INTO THE FUTURE**
Observe 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 provides you with rates, market demand, and OTB occupancy, all at just one glance.

# Multi Property Support

Atomize stated its entry to the hotel group segment in 2020 by launching Multi-Property Support.

The Multi-property dashboard 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.

**BUILT FOR HOTEL CHAINS AND GROUPS**
Built for central hotel teams and hotel operators who need to have access and monitor the performance of their entire hotel portfolio andor KPIs for certain brands.

**KEEP TRACK OF GROUP PERFORMANCE**
The Multi Property view provides aggregated KPIs for the entire portfolio and enables to create and filter portfolio segments, based on geographical areas and hotel brands. Easily compare the performance of single hotels or entire groups and know which properties need action first.

**100% DEVICE AGNOSTIC**
As with everything Atomize builds, also the multi-property support is 100% device agnostic and provides aggregated KPIs for the entire portfolio in your pocket.

**MULTIPROPERTY OVERVIEW**
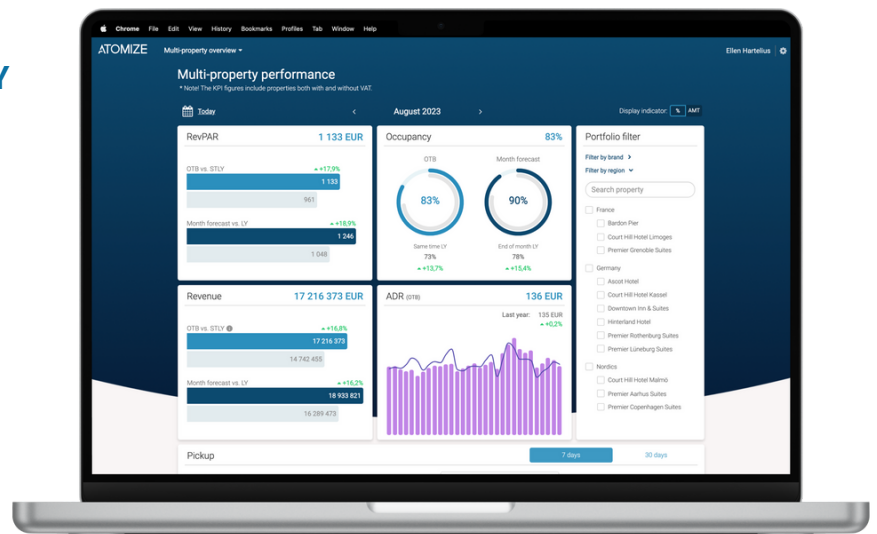


**INDIVIDUAL PROPERTY PERFORMANCE**
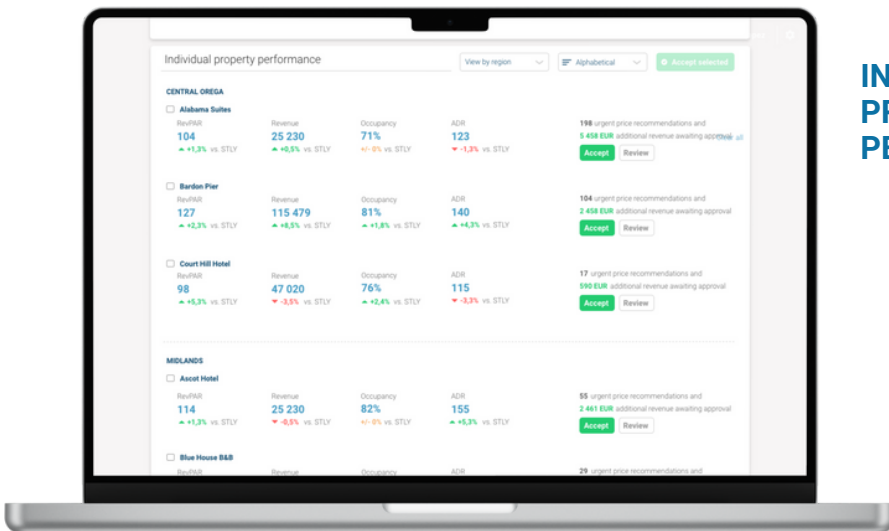
# Service, Training, and Support

Atomize aims to be a world leader in Revenue Management Software, focusing on price automation for hotels. Our mission revolves around delivering top-tier software and empowering hoteliers to enhance their guests' experiences. To achieve this, we have established a seasoned global support team.

Atomize support team holds 40+ years of hospitality experience. We offer a diverse team, covering various time zones and languages to ensure responsive assistance. We provide tailored support, understanding the unique needs of each region and hotel, and offering solutions and guidance to help our customers make the most of our software.

Training can be arranged either in person or online, and Atomize provides a comprehensive knowledge base, including on-demand video tutorials as a self-learning option.

Support is available in English, Swedish, German, Spanish and French.

We have received the Level III certificate for excellent support from Hoteltechreport.com. 252 Atomize users rate our customer support 4.8 on average out of 5.





Atomize Knowledge Base

# BI and reporting for hotels

Keep track of your hotel KPIs with endless reporting capabilities by using the latest business intelligence technologies for hotels. Make better and faster decisions with dynamic analytics for your hotel.

## Select the solution that suits your needs

Atomize has partnered with the top Business Intelligence applications on the market to deliver the best solution for any hotel business. Based on your reporting and analytics preferences you have the freedom to select the solution that matches your requirements. It is all part of our lean revenue management offering.

Avalon provides advanced BI analytics that eliminates data silos and aligns strategic vision across commercial teams.The Avalon Platform helps you move from chaos to context, and acts on insights to build a sustainable business for your future. **Learn more >**

Revenue Insight is a business intelligence platform that unlocks the potential of your PMS data, delivering lightning-fast, actionable insights so you can confidently make better revenue decisions. **Learn more >**

Juyo Analytics is a Business Intelligence visualization platform that allows you to assemble and share your own customized dashboards & interactive analytics and easily uncover profit opportunities. **Learn more >**

HotelIQ's Analytics, Forecasting & Data Management solution provides you with the means to gain true business intelligence for your hotel and a better understanding of your business. **Learn more >**

# Connectivity

## Integrate with Atomize Open two-way API

In 2019 Atomize released their own Open two-way API which is well aligned with the objective of making Atomize more accessible to a broader market and supports the vision to become the world leader in maximizing revenues for hotels.

It opens up the possibility for more Property Management Systems lacking their own two-way API to integrate with Atomize.

Atomize API is accessible through Swaggerhub.com, a platform for Open API design and implementation. Atomize is open for all PMS systems that do not already have a connection to Atomize to apply for an integration.

## Full two-way integration

Atomize is integrated with some of the most popular and modern PMSs on the market.

**Atomize**

**Top Rated Revenue Management System**

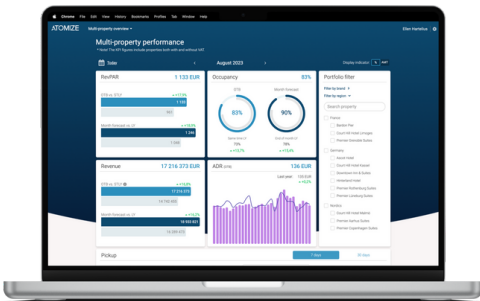| Reviews | Recommend | Integrations |
|---------|-----------|--------------|
| **258** | **94%** | **16** |

Visit Website       Read reviews

# Product Features

Learn more in-depth about Atomize's product capabilities







## MULTI PROPERTY SUPPORT

The Multi-Property Dashboard will help you monitor the performance of your entire hotel portfolio by providing you with aggregated KPIs. Segment your hotel group portfolio KPIs by geography and/or brand.

## PRICE AUTOMATION

The system automatically updates your rates per room type, without breaking any price hierarchy you might have. With automated price setting you will ensure to have optimal room prices at all times to increase your RevPAR and save a vast amount of time.
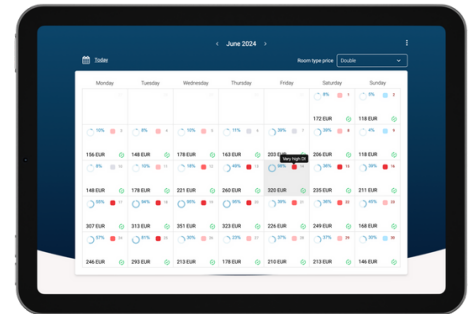
## MARKET DEMAND INSIGHTS

The powerful insights from future demand data, such as flight search volume, search pressure and source market behavior enables Atomize detect demand – before it shows on the books and enables the hotel to be more proactive with their pricing to stay ahead of the competition.

*"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

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★★★★★

overview and great support!

Clear overview in the UI, handy eminders via the email and a very user

Assistant GM
Hotel in Oost-Vlieland

★★★★★

## Great revenue tool for pricing strategies

Atomize is a fantastic revenue management system to work with. Quick and easy which saves time in revenue planning and strategies

GM, Budget Hotel in Sweden

★★★★★

Great BI Dashboard

Proposed Prices are N sense + great BI Dashb

Managing Director
Serviced Apartment in

---

helpful

ly to gain e. With their

unny Beach

★★★★★

## User-friendly RMS delivering great results

The Autopilot, UI Layout and design is great (both mobile and desktop), no uptime issues. Atomize provides their customers with excellent customer support and great website and knowledge base, loving the 365!

General Manager, B&B United States

★★★★★

## Automate your pricing strategy

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

Revenue Manager, UK

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| Visit Website | Book a demo |

Read more reviews on www.hoteltechreport.com

# 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.
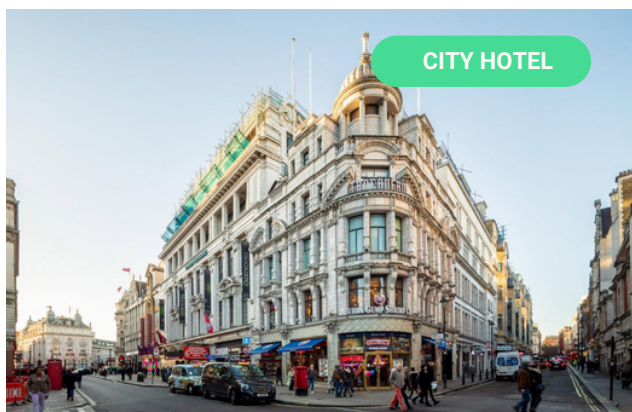
## SUCCESS STORIES

GROUPS

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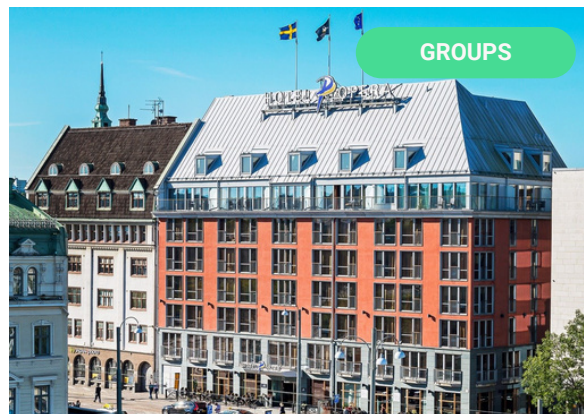
GROUPS

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

CITY HOTEL

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

CITY HOTEL

**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.
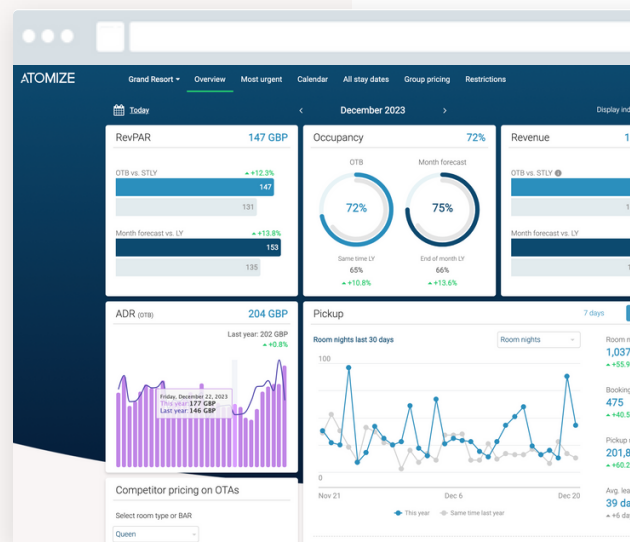
# Get in touch!

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