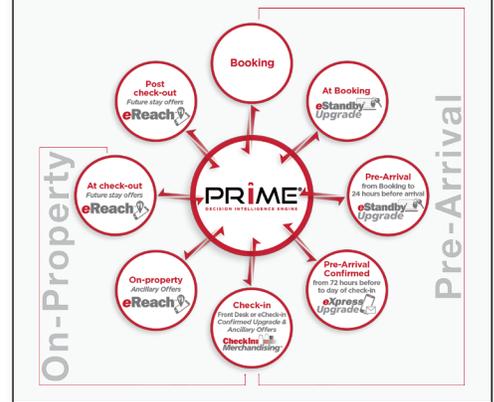**nor1** — Upgrade Your Life®

PRiME® — DECISION INTELLIGENCE ENGINE

Imagine knowing what your customer wants and being able to give it to them.

State of the Art Intelligence Applied to Every Guest Upsell Transaction

Real-time, intelligent decisions drive revenue and a transformative guest experience

Pricing & Merchandising – Real-time

PRiME® is the real-time, data-driven pricing and merchandising engine that is the intelligence engine behind Nor1's Merchandising Platform. PRiME's automated approach to machine learning, artificial intelligence and offer generation lets hospitality companies create more meaningful post-booking interactions with guests, which builds loyalty and drives long-term revenue.

This patented "decision intelligence engine" is a technology-first for the hospitality industry.

PRiME's true purpose is to maximize hotels' revenue while maintaining the rate integrity of their perishable inventory.

PRiME® was created using Silicon Valley's most advanced mathematics and technology know-how. Its sophisticated algorithms, trained on millions of historical transactions, predict guests' willingness to pay for upgrades over and above what they already paid for their confirmed reservations.

The Right Offer, for the Right Guest, at the Right Time

Unlike a mere recommendation engine, PRiME® accurately identifies, in real-time, which products and pricing to show a particular guest, and then provides the hotel with an offer specific to that guest. It's this "decision intelligence" that increases a property's revenue and strengthens customer loyalty.

Including information such as purchase history and travel preferences in decision-making makes for a dynamic customer experience and creates a deeper personal relationship between a property and its guests. This is why PRiME® considers hundreds of variables and interactions, including: • Length of stay • Number of guests • Arrival day of week • Guest history • Historical upsell data • Original booked price.

PRiME® Insights

What is the Revenue Value of the Upgrade Lifecycle?
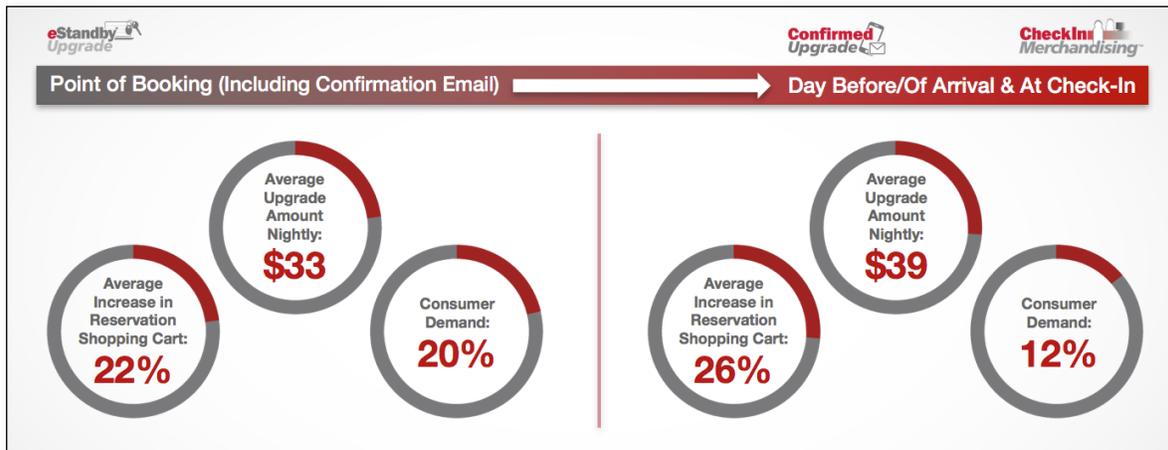
- Based on a standard hotel with about 350 three- to four-star rooms. (Statistics for luxury and resort properties are higher)
- Based on room inventory upgrades. Statistics for non-room merchandising offers (such as F&B; spa; parking; early and late check-in) vary, and increase reservation shopping cart percentages

PRiME® Decision Intelligence makes real-time, targeted offers using guest-centric and transaction-specific data.

Guest Reservation → **Buyer Behavior Profile** → **Inventory Status** → **Historical Transactions** = **Targeted Offer**

As Your Guests Loyalty Grows, So Does PRiME's Memory

- PRiME® gets smarter with every transaction and learns from each guest interaction, including what the guest didn't select – because that's significant, too
- PRiME® offers makes guests happy because the offers lead them to select a comfortable, desired price

- PRiME® transforms error-prone business intelligence such as reports and dashboards, and enables a real-time dialogue with your guests
- PRiME's data can be leveraged across a hospitality enterprise: Marketing, Loyalty, Revenue Management and Operations

500 Million Offers Made
2 million-plus requests for a room with a view
1 million-plus requests to sleep late
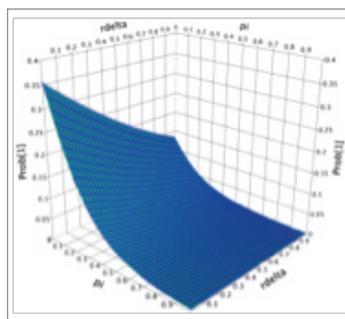Average price requested for late check out: $36.50

Unprecedented Analytics in Real-time
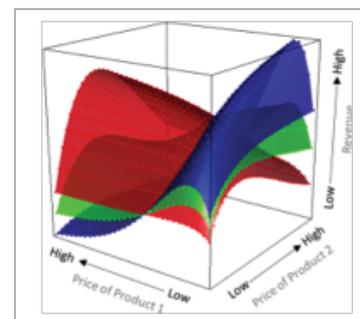
Classification
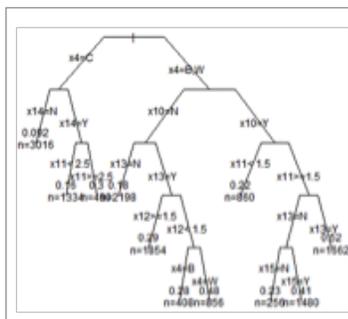
Real-time transaction data, compared with historical buyer data, is statistically classified right on the spot.

Modeling

Price sensitivities and product preferences are described with simultaneous equations that compare interactions between the two.

Optimization

In less than 70 milliseconds (only .07 second), millions of possible product and price combinations are evaluated, and the optimal pricing and merchandising is returned.