

The Business Case for Commercial Automation

Moving from “Data Entry” to “Profit Strategy”



One-Page Executive Summary

THE CHALLENGE



Problem: We spend 60 hours/month on data entry.

THE SOLUTION & INVESTMENT



Solution: Automate it with Demand Calendar.



Cost: €500/month.

THE OUTCOME



€2,700/month

Savings: €2,700/month in labor.



Result: We shift focus to Profit and Strategy.

We are drowning in data, but starving for insights.

70%
Data Aggregation



30%
Strategy

Cleaning Excel, fixing formulas, merging reports.

Analyzing trends, optimizing rates.



Currently, I spend **15 hours per week** manually consolidating reports from the PMS, and Pick-up reports.



Our data is static: By the time the report is finished, the pickup data is already old.



The Risk: We are making pricing decisions based on lagging indicators, and manual errors in spreadsheets are a constant risk.

What is "Spreadsheet Craos" costing us?

60 Hours

Time lost per month on manual data entry.



Time lost per month on
manual data entry.

€2,700



Monthly value of that time
(based on avg. labor cost).



Number of proactive "Total
Revenue" strategies
implemented this month
because of admin overload.

Automated Intelligence, Not Manual Reporting.



Zero Manual Entry

Connects directly to the PMS.
Data flows automatically every night.



Total Revenue View

See Rooms, F&B, and Meeting
revenue in one unified dashboard.



Live Forecasts

Rolling forecasts that update
instantly based on real-time pickup.

A 5x Return on Investment immediately.



Cost of Inaction (Manual Work)
€2,700 / month



Cost of Demand Calendar
€490 - €590 / month



Net Monthly Savings
+€2,100

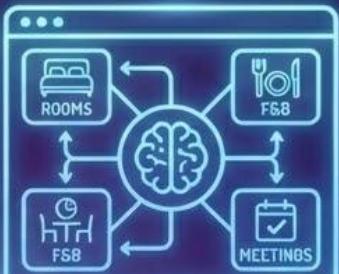
Bottom Line: “The system pays for itself in the first week of every month.”

Where I will reinvest the saved time.



Corporate Negotiations

Using live production data to negotiate higher rates with our top 5 accounts.



Total Revenue Optimization

Analyzing F&B spend per guest segment to create better packages.



Net RevPAR Focus

Shifting inventory away from high-commission OTAs to direct channels.

Minimal Risk, Instant Impact.



No IT Nightmare

It's a cloud-based connection.
No servers, no downtime.



Timeline

Connects in minutes. Data
populates overnight.



Onboarding

I can start using the dashboards
immediately without a long
training period.

Let's modernize our revenue workflow.

Proposed Next Step:



Approve the subscription
for **Demand Calendar**.

Goal:



Go live in two months to start capturing
data for the next quarter.