

# 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.



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).

## 0



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.