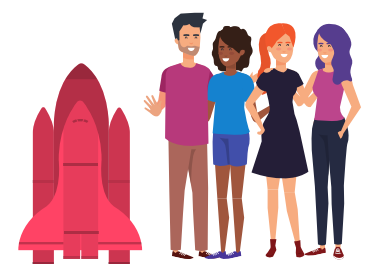


# Complete Digital Commerce Platform



**T R O M P A R**  
BEYOND REVENUE MANAGEMENT



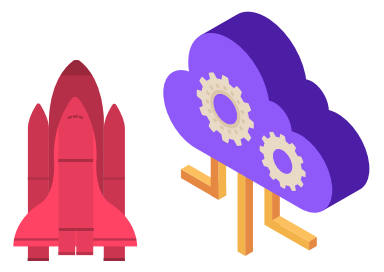
**GROUPS**



**BUSINESS TRAVEL**



**TRAVEL AGENTS**



**DISTRIBUTION API**

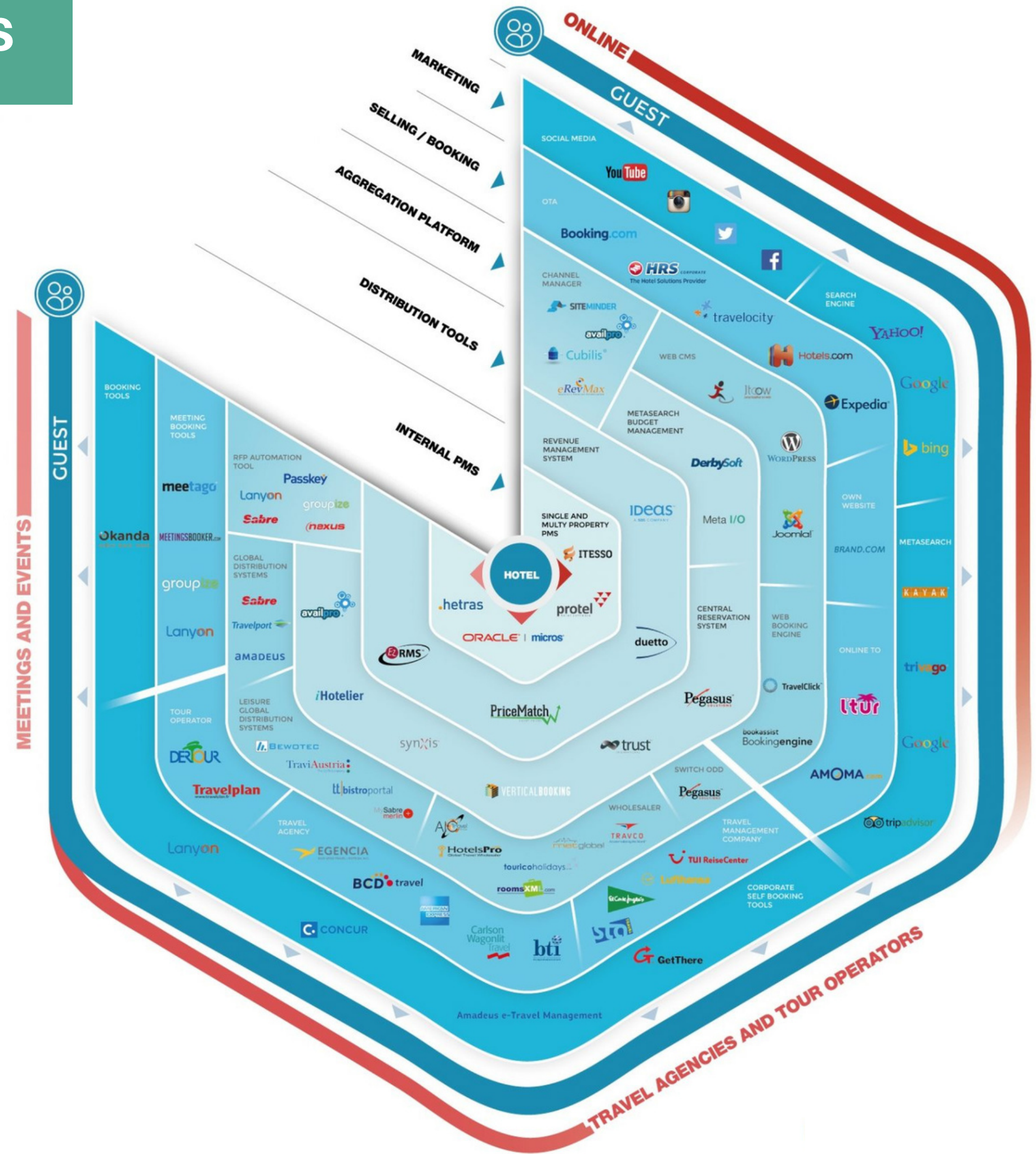
# MORE CHANNELS & EVEN MORE COMISSIONS

Facts:

65,000 Hotels in North America

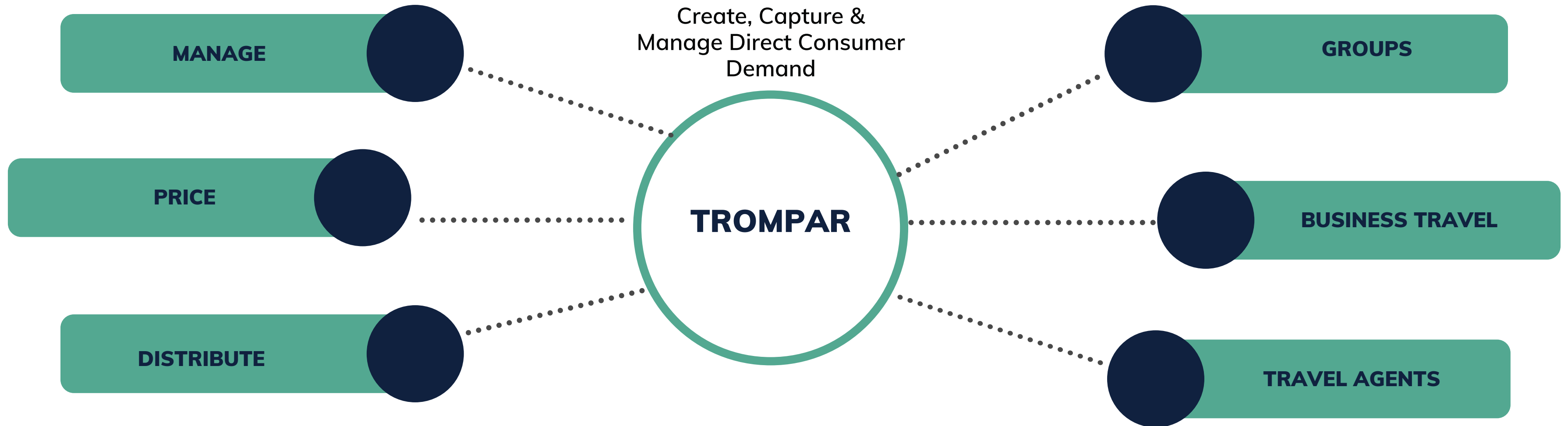
80,000+ Travel Intermediaries

Distribution Cost of 27% which is the highest amongst any industry in the world.



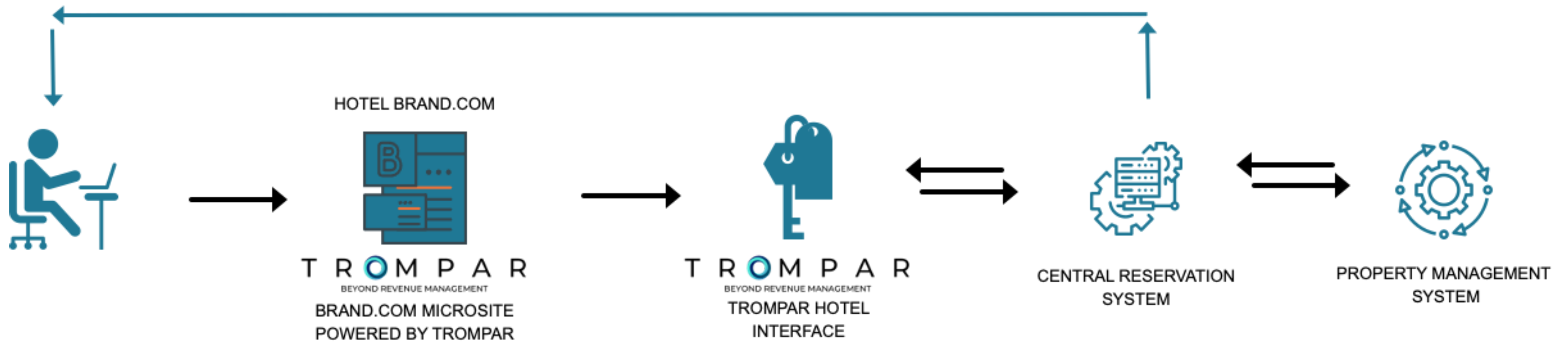
# NEW DISTRIBUTION CAPABILITY

TROMPAR is a digital commerce platform that empowers hotels to strategically manage, price, and distribute their inventory directly to the end consumer.



# HOW IT WORKS

TROMPAR integrates (white label microsite) with a hotel brand's or management company's existing consumer (booker) facing interface i.e., brand.com



TROMPAR seamlessly integrates with existing hotel systems & solutions through APIs

PMS: Availability, Rates, Booking & Attrition

CRS: Rates & Availability

RMS: Forecast & Displacement Cost

TROMPAR can also work as a stand alone solution where APIs are not available



## #1 - Segmentation and Price Optimization

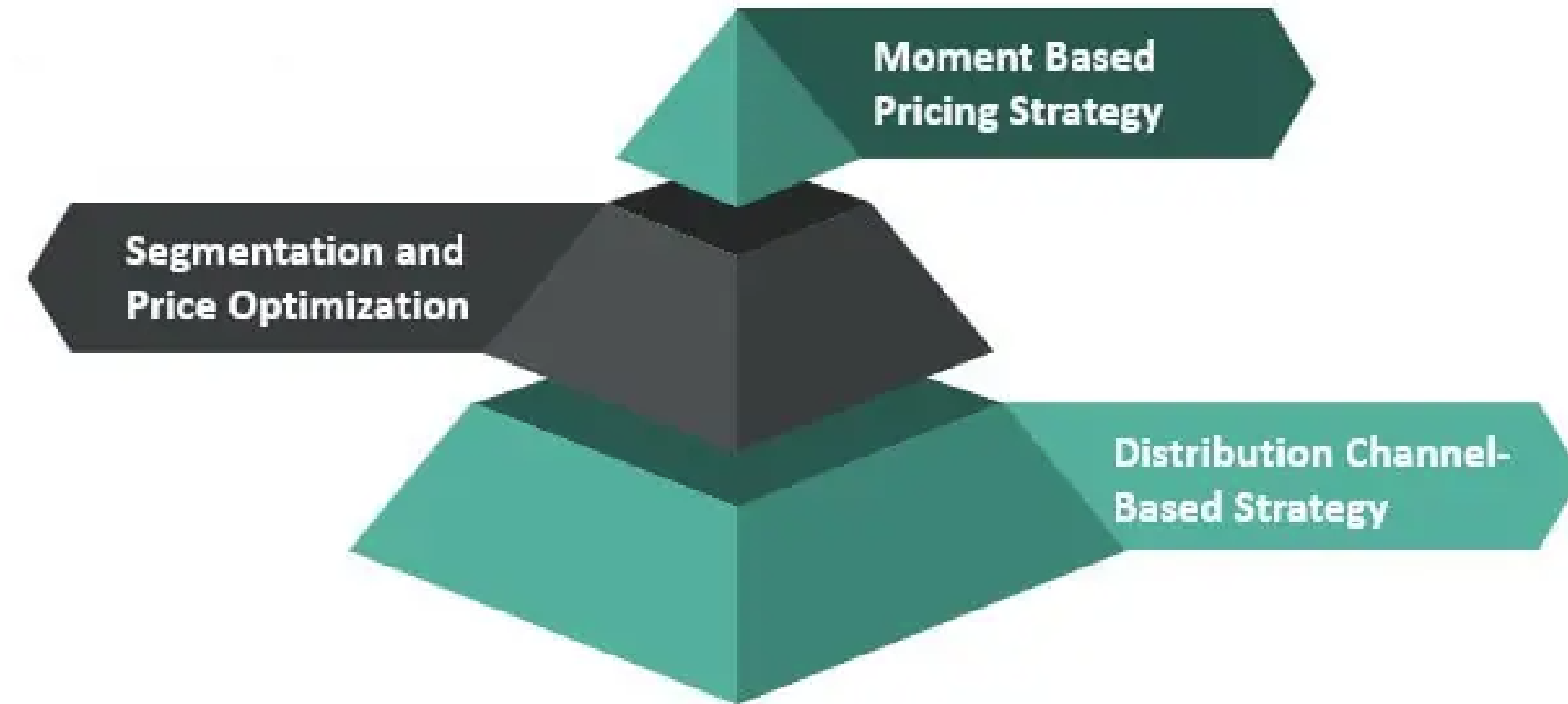
The customers are classified into different segments based on various criteria. After that, each segment has to be analysed separately to understand customer behavior in each segment; their preference in terms of pricing and product features. Then different pricing strategies and marketing strategies are built to approach the different customer

## #2 - Moment Based Pricing Strategy

For pricing strategies, the right strategy must be selected, keeping in mind the current situation. For instance, offering discounts make sense during times when the demand is weak, while pricing may be kept higher when the demand is high, and the seller adopts a value-added approach.

## #3 - Distribution Channel-Based Strategy

It is important to use the right distribution channel to find the right set of customers while reaching as many customers as possible. The priority of the strategy should be to reduce the number of intermediaries to pass the benefit of a lower commission fee on to the customers in the form of lower pricing.



**A segment-specific strategy driven by consumer behaviour at the micro-level is used for optimizing product availability and pricing.**

# FEATURES

## TROMPAR is astonishingly easy to use and phenomenally effective



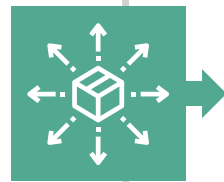
### SALES MANAGEMENT

- Sales Strategy
- Workflow Management
- Constraints
- Promotions



### REVENUE MANAGEMENT

- Customer Segment Yield Strategy
- Allocation
- Strategic Discounting
- ADA (Artificial Intelligence Engine)



### DISTRIBUTION MANAGEMENT

- Search
- Book
- Manage



### ANALYTICS

- Customer Segment Performance
- Customer Type Performance
- Hotel Performance
- Materliazation

# BENEFITS

1

## **Increase Direct Bookings**

Reduce dependency on travel intermediaries

2

## **Cost Savings**

Reduce distribution & servicing cost

3

## **Enhance Revenue**

Increase bottomline and topline

4

## **Customer Ownership**

Directly own the end-customer relationship

5

## **Visibility**

Measure real-time performance

**Our Mission:**

We are on a mission to reduce/eliminate distribution costs and help hotels own all end-customer relationships.

**Pricing:**

We are a software company and not a travel intermediary.

- **No commissions**
- **No monthly fixed subscription fees**
- **No implementation cost**
- **No support/maintenance cost**

We only charge a small success fee(fixed amount) only on confirmed/materialized bookings.

**Contact Us:**

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