

WHY NOW IS THE MOMENT TO MOVE



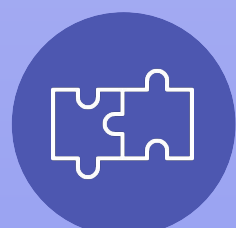
Contactless Expectations

Mobile check-in to concierge requests. New baseline, not pandemic response.



Staff Shortage

Higher productivity through technology = competitive talent advantage.



Integration Ecosystem

Modern platforms integrate with hundreds of tools seamlessly.



Compliance Deadlines

Hard deadlines approaching. Proactive vs. reactive migration.

How to De-Risk the Switch

Your fears are valid: migration must be handled with precision. Modern methodologies minimize risk while maximizing speed to value.



Phased Migration

- ✓ Never “big bang” approach
- ✓ Start with back-office functions
- ✓ Parallel operations during transition
- ✓ Full integration only after testing



Safety Net Strategy

- ✓ Proven vendor due diligence
- ✓ Rollback planning maintained
- ✓ 24/7 support guarantee
- ✓ Reference property visits



Soft Opening Approach

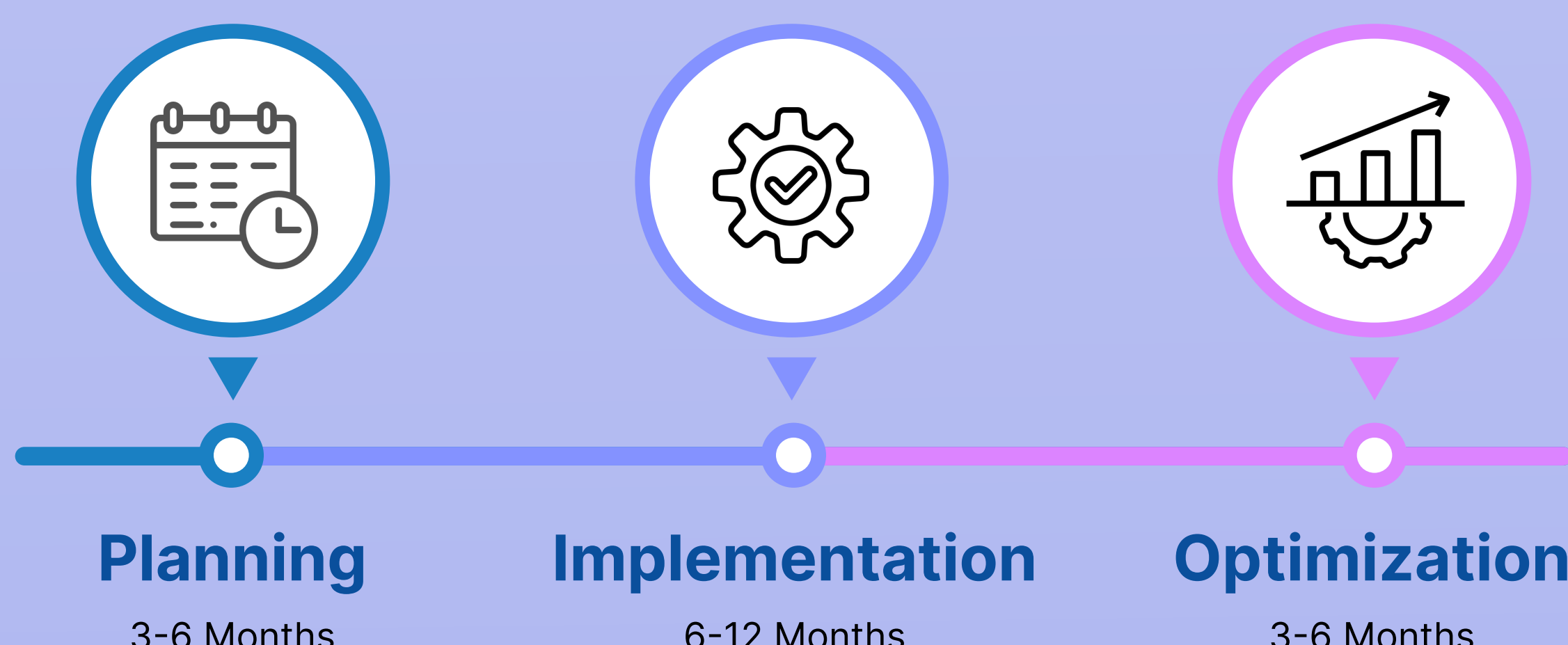
- ✓ Pilot properties first
- ✓ Limited scope launches
- ✓ Business travelers before VIPs
- ✓ Live laboratory refinement



Change Management

- ✓ Staff champion program
- ✓ Guest communication strategy
- ✓ Success metrics definition
- ✓ Continuous training support

Implementation Timeline



Don't Let Yesterday's Tools Define Tomorrow's Brand

The transformation starts now. Your competitive advantage depends on it.