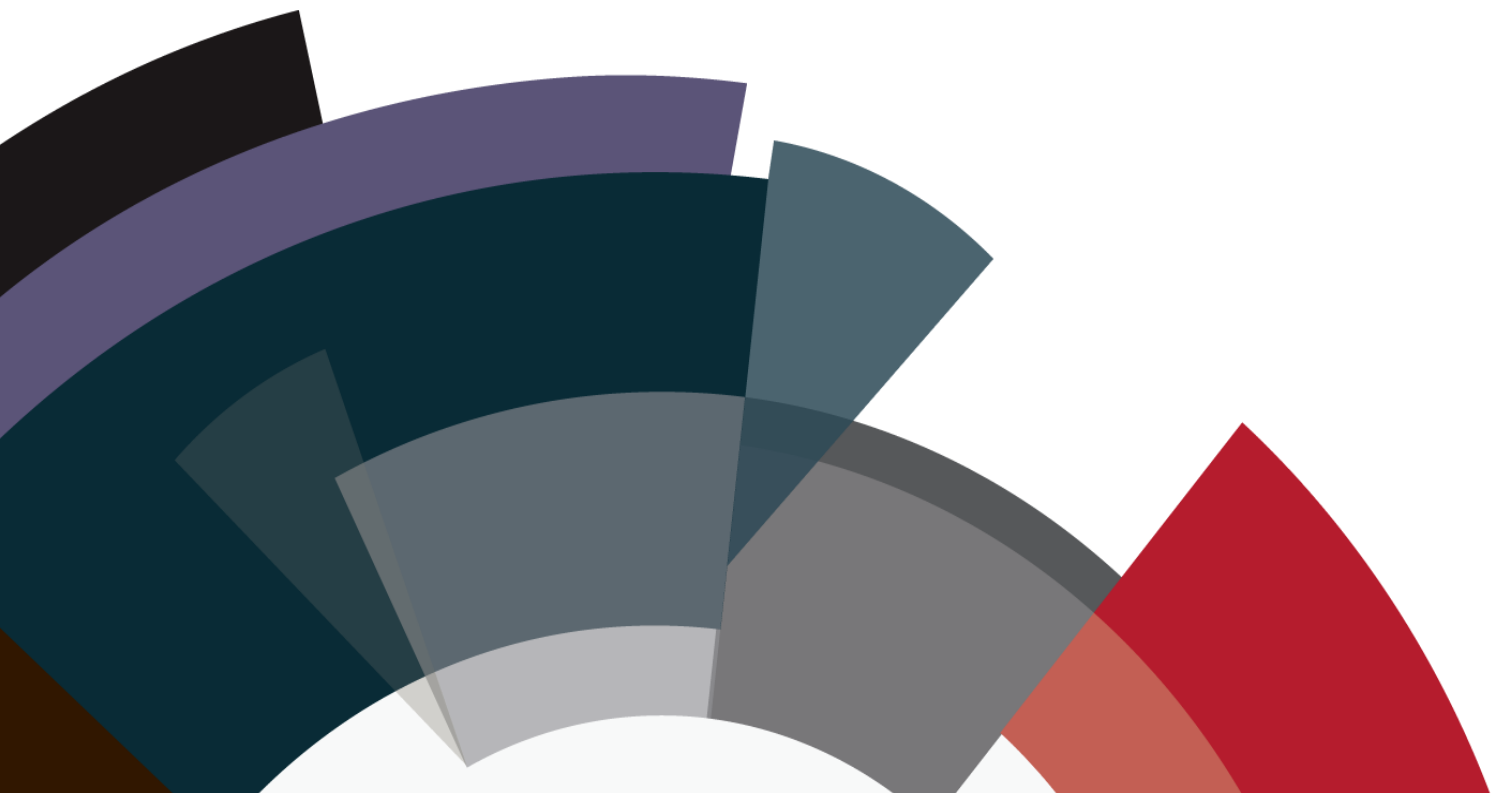




Connecting with the
Nor1 eStandby[®] System

eStandby Reporting Tutorial



Nor1 provides a full suite of reporting which is distributed on a daily and monthly basis. Additionally, the Nor1 extranet features tools and functionality which allows users to pull real-time data reports.

In this tutorial we will cover both report types and break down which reporting is most suitable for specific needs.

Summary of Distributed Reporting:

- **Daily Reminders**
 - 6am Daily Pending Revenue Reminder
 - Mid-day Pending
- **Performance Reports**
 - eStandby Monthly Report
 - Individual Upgrade Monthly Report

Daily Reminders:

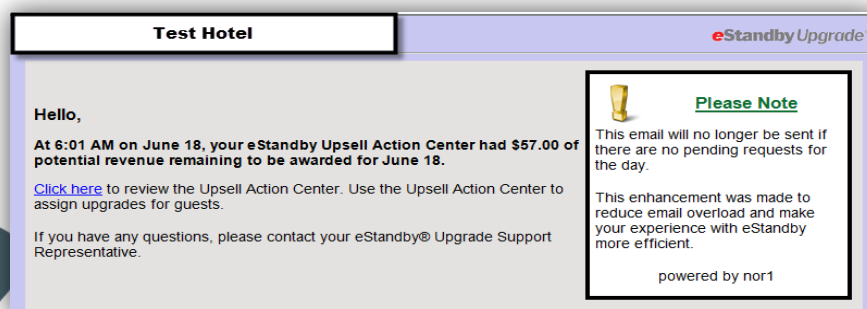
Distributed daily, these reports contain pending upgrades for that particular day. They serve as a reminder. Your account manager will also have the ability to add or delete recipients for this report.

6:00 AM Daily Pending Revenue Reminder

This is a daily e-mail sent out at 6am on the day of arrival and serves the purpose of reminding the hotel team of pending revenue in the UAC. No e-mail will be sent out on days with zero pending revenue. These emails also contain the direct link to the Upsell Action Center. Recipients of the daily reminder email can be updated through your Nor1 account manager.

12:00PM and 1:00PM Mid-Day Pending

The mid-day pending revenue report is a contingency report which is only triggered if there are still pending requests at noon, local time. This reports acts as a “final reminder” and is distributed to the recipients of the monthly performance reporting. Like the daily pending revenue reminder no e-mail is distributed if all requests are complete.



Performance Reports:

Distributed on the 1st of the Month, monthly reports contain property data and performance metrics for the previous month. Your account manager will also have the ability to add or delete recipients for this report. The monthly e-mail package consists of two spreadsheets, eStandby monthly report and Individual upgrade report.

eStandby Monthly Report:

This report consists of 3 main tabs with varying information subsets on each tab.

Tab 1 - Summary

- The first block of information (row 5 to 10) will give you a quick glance at last month's key performance metrics: Awarded, Expired, Requested revenue, Award Rate and Revenue Realization Rate.

KPI	MAY2014	Variance to MAY2013	Variance to APR2014	Variance to Chain Avg MAY2014
Awarded Revenue	\$1,694.00	0.00%	190.60%	(43.5%)
Expired Revenue	\$549.00	0.00%	61.50%	81.00%
Requested Revenue	\$2,851.00	0.00%	124.10%	(53.4%)
Guest Award Rate	58.00%	0.00%	61.10%	0.60%
Revenue Realization Rate	59.40%	0.00%	29.60%	21.30%

- The second block (Row 16 to 21) features year to date, also year over year key performance metrics also found in block 1.

KPI	YTD 2013	YTD 2014	YOY Variance
Awarded Revenue	\$0.00	\$3,567.00	0.00%
Expired Revenue	\$0.00	\$1,902.00	0.00%
Requested Revenue	\$0.00	\$8,013.00	0.00%
Guest Award Rate	0.00%	39.20%	0.00%
Revenue Realization Rate	0.00%	44.80%	0.00%

- The third block of information (Row 26 to 32) will provide revenue pace for pending revenue 6 months in advance. A year over year comparison (if available) is also listed.

Future Months Pace			
Month	Past Requested Revenue	Requested Revenue	YOY Variance
JUL		\$1,142.00	
AUG		\$782.00	
SEP		\$388.00	
OCT		\$102.00	
NOV		\$0.00	
DEC		\$19.00	
Total		\$2,433.00	0.00%

Tab 2 – Bookings YOY

- This tab will give you detailed performance information based on Bookings over the current 12 months compared to previous 12 months. Beside the indicators Bookings*, Guest Exposed*, Guest Exposed Rate*, Guest Interested*, you will also find average requested price per night*.

KPI	Total Rolling 12 Months	DEC14	NOV14	OCT14	SEP14	AUG14	JUL14	JUN14	MAY14	APR14	MAR14	FEB14	JAN14
Bookings	2063	516	403	548	596	0	0	0	0	0	0	0	0
Guests Exposed	1004	263	186	282	273	0	0	0	0	0	0	0	0
Guest Exposed Rate	48.70%	51.00%	46.20%	51.50%	45.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Guests Interested	435	121	71	119	124	0	0	0	0	0	0	0	0
Guest Interested Rate	43.30%	46.00%	38.20%	42.20%	45.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Guests Committed	51	17	9	13	12	0	0	0	0	0	0	0	0
Guest Committed Rate	11.70%	14.00%	12.70%	10.90%	9.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Requested Room Nights	194	69	22	63	40	0	0	0	0	0	0	0	0
Avg. Requested LOS	3.804	4.059	2.444	4.846	3.333	0	0	0	0	0	0	0	0
Gross Potential Revenue	\$6,813.00	\$3,640.00	\$378.00	\$1,938.00	\$857.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Potential RevPEG	\$6.79	\$13.84	\$2.03	\$6.87	\$3.14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Avg. Request Price Per Night	\$35.12	\$52.75	\$17.18	\$30.76	\$21.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Tab 3 – Arrivals YOY

- This tab will give you detailed performance information based on Arrivals over the current 12 months compared to previous 12 months. Beside the indicators Potential revenue*, awarded revenue*, expired revenue*, award rate and RRR*, you will also find conversion rate by month, avg. requested price per night and # of guests exposed.
- Please note: the second block on this page is a variance table and will only populate if data is available.

KPI	Total Rolling 12												
	Months	DEC14	NOV14	OCT14	SEP14	AUG14	JUL14	JUN14	MAY14	APR14	MAR14	FEB14	JAN14
Awarded Revenue	\$6,191.00	\$3,154.00	\$1,380.00	\$935.00	\$722.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Expired Revenue	\$47.00	\$47.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Requested Revenue	\$6,310.00	\$3,201.00	\$1,380.00	\$1,007.00	\$722.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Guests Exposed	960	246	220	266	228	0	0	0	0	0	0	0	0
Conversion Rate	5.00%	6.10%	5.50%	4.10%	4.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Guest Award Rate	95.80%	93.30%	100.00%	90.90%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Requested Price / Night	\$34.67	\$54.25	\$39.43	\$18.65	\$21.24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Avg Requested Length of Stay	3.792	3.933	2.917	4.909	3.4	0	0	0	0	0	0	0	0
Avg Awarded Price / Night	\$35.99	\$54.38	\$39.43	\$20.78	\$21.24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Avg Awarded Length of Stay	3.739	4.143	2.917	4.5	3.4	0	0	0	0	0	0	0	0
Revenue Realization Rate	98.10%	98.50%	100.00%	92.90%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Tab 4 – Miscellaneous

- The miscellaneous tab will provide in-depth metrics and data on the following information:
- Block 1 (Row 5 to 15) will showcase performance for the previous month by DAY of WEEK. This will help identify trends and pricing/merchandising changes for the future.
- Blocks 2 & 3 (Row 20 to 37) will show you performance for all award managers at the property, MTD as well as YTD.

DEC2014 eStandby Production - Day of Week							
KPI	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Awarded Revenue	\$833.00	\$448.00	\$421.00	\$66.00	\$0.00	\$1,008.00	\$378.00
Expired Revenue	\$0.00	\$0.00	\$0.00	\$47.00	\$0.00	\$0.00	\$0.00
Requested Revenue	\$833.00	\$448.00	\$421.00	\$113.00	\$0.00	\$1,008.00	\$378.00
Guests Exposed	48	27	29	40	26	38	38
Conversion Rate	2.10%	7.40%	6.90%	7.50%	0.00%	7.90%	10.50%
Guest Award Rate	100.00%	100.00%	100.00%	66.70%	0.00%	100.00%	100.00%
Avg Requested Price / Night	\$119.00	\$44.80	\$26.31	\$37.67	\$0.00	\$63.00	\$54.00
Avg Requested Length of Stay	7	5	8	1	0	5.33	1.75
Avg Awarded Price / Night	\$119.00	\$44.80	\$26.31	\$33.00	\$0.00	\$63.00	\$54.00
Avg Awarded Length of Stay	7	5	8	1	0	5.33	1.75
Revenue Realization Rate	100.00%	100.00%	100.00%	58.40%	0.00%	100.00%	100.00%

YTD eStandby Production - Day of Week							
KPI	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Awarded Revenue	\$901.00	\$644.00	\$705.00	\$601.00	\$418.00	\$1,363.00	\$1,559.00
Expired Revenue	\$0.00	\$0.00	\$0.00	\$47.00	\$0.00	\$0.00	\$0.00
Requested Revenue	\$901.00	\$644.00	\$777.00	\$648.00	\$418.00	\$1,363.00	\$1,559.00
Guests Exposed	148	106	102	115	151	195	153
Conversion Rate	2.70%	4.70%	6.90%	4.30%	3.30%	5.90%	7.20%
Guest Award Rate	100.00%	100.00%	85.70%	80.00%	100.00%	100.00%	100.00%
Avg Requested Price / Night	\$56.31	\$25.76	\$22.85	\$25.92	\$22.00	\$40.09	\$53.76
Avg Requested Length of Stay	4	5	4.86	5	3.8	3.09	2.64
Avg Awarded Price / Night	\$56.31	\$25.76	\$26.20	\$25.04	\$22.00	\$40.09	\$53.76
Avg Awarded Length of Stay	4	5	4.17	6	3.8	3.09	2.64
Revenue Realization Rate	100.00%	100.00%	90.70%	92.70%	100.00%	100.00%	100.00%

DEC2014 eStandby Award Manager Statistics										
Award Manager Email	Activity Distribution	Guests Committed	Guests Awarded	Guests Denied	Guest Award Rate	Guest Denied Rate	Awarded Revenue	Denied Revenue	Potential Revenue	Realization Rate
	50.00%	3	3	0	100.00%	0.00%	\$1,365.00	\$0.00	\$1,365.00	100.00%
	38.89%	7	7	0	100.00%	0.00%	\$1,755.00	\$0.00	\$1,755.00	100.00%
	5.56%	1	1	0	100.00%	0.00%	\$34.00	\$0.00	\$34.00	100.00%
Unassigned Expired Requests	5.56%	1	-	-	-	-	-	\$47.00	-	0.00%
# of Award Managers: 4	100.00%	18	17	0	94.40%	0.00%	\$3,954.00	\$0.00	\$3,201.00	98.50%

YTD 2014 eStandby Award Manager Statistics										
Award Manager Email	Activity Distribution	Guests Committed	Guests Awarded	Guests Denied	Guest Award Rate	Guest Denied Rate	Awarded Revenue	Denied Revenue	Potential Revenue	Realization Rate
	70.18%	40	39	1	97.50%	2.50%	\$3,101.00	\$72.00	\$3,029.00	97.70%
	12.28%	7	7	0	100.00%	0.00%	\$1,755.00	\$0.00	\$1,755.00	100.00%
	15.73%	9	9	0	100.00%	0.00%	\$1,335.00	\$0.00	\$1,335.00	100.00%
Unassigned Expired Requests	1.75%	1	-	-	-	-	-	\$47.00	-	0.00%
# of Award Managers: 4	100.00%	57	55	1	96.50%	1.80%	\$6,191.00	\$72.00	\$6,120.00	98.80%

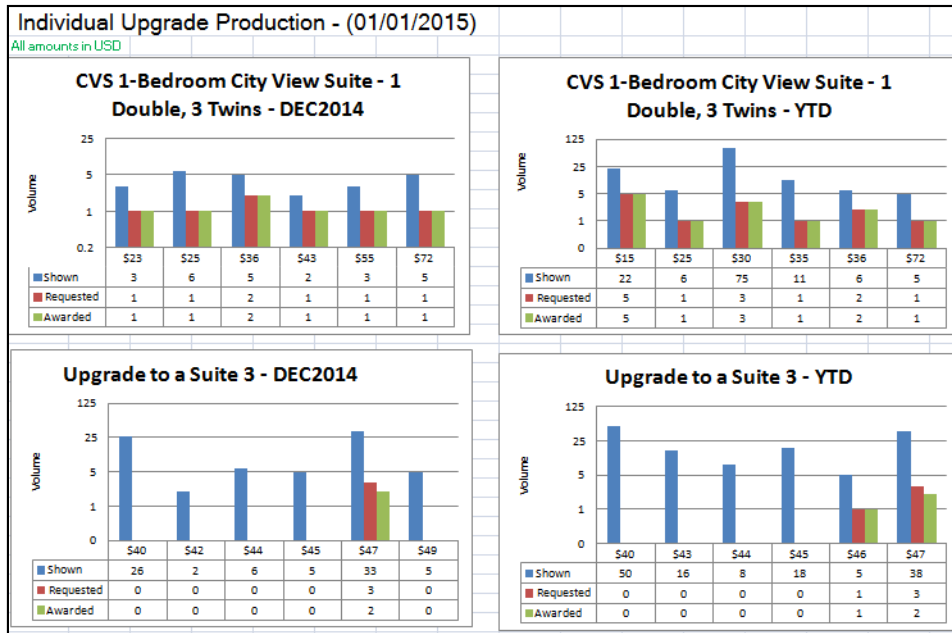
Individual Upgrade Report

This report consists of 2 tabs, and primarily shows production for specific room upgrades. This report can be used to determine individual upgrade performance as well as specific room type winners and loss leaders.

Tab 1 – Performance graphs.

- The performance graph tab provides graphic charts for the top 5 requested upgrades through Nor1. The visualization contains price points shown, and award/request numbers for the previous month.

The right column features the same upgrades, but with year to date data. Use these graphs to gain a better understanding of where your current inventory is being priced, and adjust if necessary.



Tab 2 – Upgrade Revenue Tables.

- Tab 2 provides a table view of arrival metrics based on a previous month and year to date resolutions (as listed in the headings). When conducting room movement analysis, it is important to consider 1) your primary source of requested revenue and its award success 2) balancing Requested and Awarded numbers to optimize award rate. This can be done through price setting, and increased engagement with awarding on behalf of your front office team.
- Nor1 reporting is enabled with data tables to allow isolated sorting and filtering so that metrics can be sorted by any parameter; i.e. which rooms create the most revenue, which rooms are awarded least often, etc.

MTD Upgrade Results									
Upgrade Category	Shown	Requested	Awarded	Awarded Revenue	Avg Awd Price/ Night	Award Rate	Requested Revenue	Avg Request Price/Night	Awd Revenue Distribution
CVS 1-Bedroom City View Suite - 1 Double, 3 Twins	85	7	7	\$1,490	\$39.21	100.00%	\$1,490	\$39.21	52.08%
Upgrade to a Suite 3	83	3	2	\$705	\$47.00	66.67%	\$752	\$47.00	24.64%
Upgrade to a Suite	23	2	2	\$506	\$33.73	100.00%	\$506	\$33.73	17.69%
CVKT City View with Kitchenette - Two Twins, 1 Dou	47	4	3	\$160	\$32.00	75.00%	\$377	\$31.42	5.59%
Upgrade to a room with Full Kitchenette	2	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Upgrade to Partial Ocean View Suite 2	2	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Upgrade to Partial Ocean View Suite	1	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Upgrade to Ocean View Suite 2	10	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Upgrade to Ocean View Suite	6	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
POKD Premier Partial Ocean View - Two Beds	1	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Late Check Out - 3 PM	4	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Early Check In	27	0	0	\$0	\$0.00	0.00%	\$0	\$0.00	0.00%
Partial Ocean View	40	1	1	\$0	\$0.00	100.00%	\$0	\$0.00	0.00%
Total	331	17	15	\$2,861	\$39.19	88.24%	\$3,125	\$38.58	100.00%

Summary of Self Service Analysis Reporting:

- Invoice Details
- Analysis Report
 - Activity Report
 - Decisions Report
 - Summary Report

Invoice Details:

The invoice detail reporting available in the red portion of Upsell Manager provides a line by line extract of billable transactions processed through Nor1. Please use this report for monthly reconciliations; also as a reference for any accounting/billing questions.

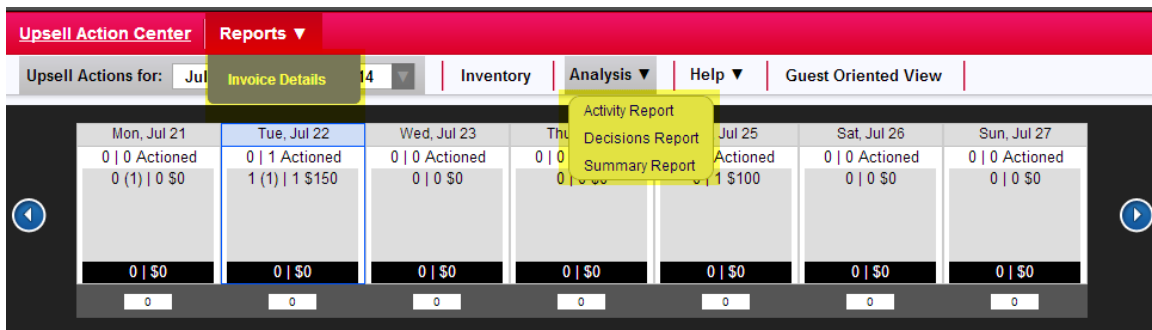
Analysis Reports:

Nor1 analysis reporting is built into the upsell action center and can be used as daily operations reports if necessary. The data is separated into 3 types: Activity, Decisions and Summary. All activity reports require a date range to be specified and can be downloaded or simply viewed in browser. The difference between these reports is as follows:

1. Activity Report – The activity report highlights primarily guest booking information. Parameters such as length of stay, arrival date, and additional reservation details are listed under this report.

2. Decisions Report – The decisions report shows successful upgrades processed by award manager. This report can be utilized as a printable room block checklist.

3. Summary Report- This report contains all data in a summary format including upgrade status, award manager comments and also unsuccessful upgrades.



Glossary

***Potential Revenue** is the revenue that could be earned if every guest were awarded the most expensive upgrade s/he requested.

The Potential Revenue calculation also includes all add-ons the guest requested, since these can be awarded in conjunction with room upgrades and other add-ons.

* **Awarded Revenue** is the revenue that you actually capture based on your ability to fulfill guests' requests.

* **Revenue Realization Rate (RRR)** is the percentage of Potential Revenue that is awarded.

***Expired Revenue** occurs when no decision is made on a guest's request(s)
Expired Revenue creates **guest satisfaction** issues when guests arrive at the desk and the GSAs can neither confirm nor deny that a guest was awarded an upgrade

***Award Rate** -The percentage of Guests Committed that are awarded with an eStandby Opportunity.

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