

BUSINESS INTELLIGENCE & INSIGHTS

23 reports. 9 dashboards. One snapshot foundation.

The analytical core every Peaqplus customer starts with. Every number comes from the same immutable snapshot of your PMS data — auditable, replayable, comparable across time. Time Machine, Same Point YoY, multi-dimensional filtering, all built in.

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Assist Intelligence Kft.

THE REPORTING PROBLEM

Reports take hours. Then they go stale.

Most independent hotels run reporting out of three or four sources: the PMS for occupancy and ADR, the channel manager for rate parity and distribution status, a rate-shopper for compset, an Excel workbook to tie them together. Different exports, different formats, different update times. Nothing matches across sources.

By the time the team finishes building the report, the data is yesterday's. The version they shared with the GM Monday morning is already wrong by Tuesday. The "what did we know last week" question becomes "I think we said about €120 ADR? Let me check."

Same data. Same hotel. Same week.
Different answer every time.

THE PEAQPLUS APPROACH

One snapshot store. Every module reads from it.

Every night, Peaqlus captures an immutable snapshot of your PMS reservation state. That snapshot is the source-of-truth — not just "what's the current number," but "what was the number on March 5 when we made that decision." 23 reports, 9 dashboards, the audit trail, Time Machine, Same Point YoY, the AI — every module reads the same snapshot store. One number, one history, one answer.

WHAT YOU GET

Reports for the work. Dashboards for the scan.

Two surfaces, two reading modes. Reports are for the deep dive — when you need to drill into a specific question. Insight dashboards are for the 30-second scan — when you just need to know if anything needs attention today.

23 REPORTS · 6 FAMILIES

The drill-down layer

Pickup — daily / weekly / by-segment / by-channel. **Performance** — occupancy, ADR, RevPAR vs LY, vs budget. **Comparison** — Same Point YoY, multi-period. **Forecast** — committed versions side by side, accuracy. **Competitor** — rate position, market mover indicators. **Search** — booking engine search-to-conversion funnel.

Every report is Time Machine-capable, every cell clickable, every number opens a discussion thread. Excel and PDF export on every report. Email schedule, daily / weekly / monthly. 5 ready templates plus custom.

9 INSIGHT DASHBOARDS

The scan layer

Each Insight answers one specific question. "Where do I stand?", "What's accelerating?", "What's at risk?", "Where's the traffic light red?", "What's the gap to budget?". The tile grid you read in 30 seconds, with the per-tile AI narrative explaining what's moved and why.

The traffic-light **Executive Summary Insight** is the owner-facing surface — T+1, T+2, T+3 month traffic lights across pickup, forecast, ADR, mix. Green / yellow / red. No interpretation needed.

23 reports for the analyst.

9 dashboards for the GM.

Same data underneath.

THE DIFFERENTIATOR

Not just reports.

A working memory of your hotel.

The architectural choice that makes everything above possible: every PMS upload is captured as an immutable snapshot. We never overwrite history. The hotel's reservation state on March 5 is preserved exactly as it was, even three years later.

01 – TIME MACHINE

Replay any past day's state

One click, you're looking at the hotel as of any date in your history. The Pricing Calendar from March 5. The pickup view from last quarter. The OTB state as of the moment a decision was committed. Every Insight, every report — time-traveled to that day.

02 – SAME POINT YOY

Defensible year-over-year

Compare Thursday W17 to Thursday W17, not Thursday to a Wednesday. The week-position-aware comparison is built into every report — pickup, pace, forecast, ADR. No more accidental day-of-week mismatch on a YoY chart.

03 – MULTI-DIM FILTERING

Stack the filters you actually need

OTA + corporate segment + room nights + Same Point YoY + 30-day window — on one screen. Most BI tools force you to pick two or three filters; Peaqlus stacks them. The complex question gets a clean answer.

04 – DISCUSSION ON ANY ROW

The conversation lives with the data

Right-click any report row, any Insight tile, any competitor rate — start a Discussion thread anchored to that exact data moment. Six months later, the conversation is still there, still anchored, still findable. Decisions get linked to the data that triggered them.

PRICING

Included in every Peaqplus bundle.

BI & Insights is the BI Core — the analytical foundation every Peaqplus customer starts with. Per-property monthly pricing. Multi-property in every tier. Setup fee €135 (one-time, includes 2 hours of team training). The prices below apply to the under-49-room band; larger properties scale up by room count.

<p>Starter <small>THE FOUNDATION</small></p> <p>€109 / property / mo</p> <p>BI & Insights as the entry tier.</p> <hr/> <ul style="list-style-type: none"> + 23 reports across 6 families + 9 Insight dashboards + Time Machine · Same Point YoY · multi-dim filtering + Discussion threads & Decisions tracking + Email reports (5 templates + custom) + Excel + PDF export · multi-currency 	<p>Growth</p> <p>€236 / property / mo</p> <p>For hotels actively pricing.</p> <hr/> <ul style="list-style-type: none"> + Everything in Starter, plus: + Pricing & Rate Management + Ping (smart alerts on Insights) + Competitor Rate Intelligence (5 competitors · 120 days) 	<p>Pro</p> <p>€334 / property / mo</p> <p>For teams running the full loop.</p> <hr/> <ul style="list-style-type: none"> + Everything in Growth, plus: + Pulse AI (Chat, Smart Forecast, AI Narrative on every report) + Sales Pipeline + Smart Pricing + Revenue Meeting workflow
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If you only buy one bundle, buy Starter.

- → **BI Core is the foundation.** Every other module reads its data through the same snapshot store. Adding modules later doesn't require a re-setup.
- → **The 23 reports + 9 Insights cover ~90% of daily questions.** The other modules add depth — pricing, AI, sales, decisions audit — on top.
- → **Multi-property included from day one.** Whether you operate one hotel or twelve, the bundle is the same; the dashboard groups your properties automatically.

See it on your own numbers.

A 45-minute walkthrough on our live demo environment — a simulated property with data that moves day to day. Bring a CSV of your last 90 days if you want; we load it and walk through Time Machine, Same Point YoY, and multi-dim filtering on numbers you already know.

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