

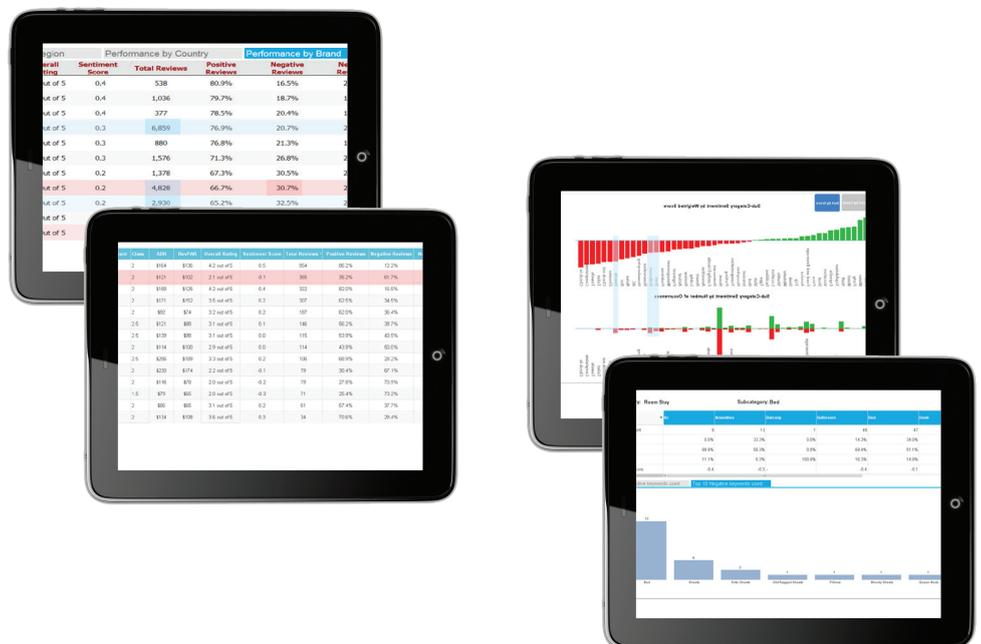


Drive insights and revenue for your hotel commercial organization

Make data-driven decisions using ZS EDGE™

ZS EDGE (Enterprise Decision Generation Engine) is an end-to-end data management and insight generation platform built on cloud and big data technologies. It offers highly extensible architecture that accelerates BI and advanced analytics capabilities. However, unlike enterprise data lakes, ZS EDGE is delivered as a managed-service offering—no infrastructure or software procurement required. Use ZS EDGE to enable targeted analytics capabilities or as a full-fledged, scalable, big data platform.

- + **Faster time to insights:** New reports and dashboards are available in a fraction of the time and finding answers from data takes minutes, not days.
- + **Larger data volume:** Linearly scalable in order to process much larger data volumes—as much as 10 times.
- + **Insights from structured and unstructured data:** Process various file formats, along with structured data, for broader and deeper insights.
- + **Data integration and cross functional analysis:** Unlock insights across parts of the organization that have not been connected.
- + **Lower costs:** Infrastructure costs are significantly lower—as much as 80% lower than traditional data warehousing platforms.



ZS at a Glance

- + The world's largest firm focused exclusively on helping companies improve overall performance and grow revenue and market share through end-to-end sales and marketing solutions—from customer insights and strategy to analytics, operations and technology
- + More than 4,500 professionals in 22 offices worldwide
- + Partnered with more than 1,200 clients in over 70 countries
- + Over 30 years of experience

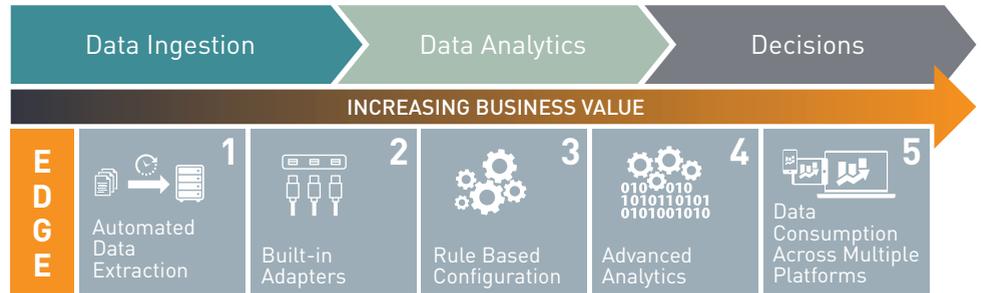
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Maximize benefits delivered from the data analytics value chain



Automating data collection and manipulation allows your organization to more quickly derive insights from analytics. In a typical model, it is not uncommon for analysts to spend as much as 80% of their time on duties such as data acquisition and data cleaning. ZS EDGE increases productivity by allowing time for activities including data analysis, preparing insights and sharing results.

By leveraging big data and cloud technologies, ZS EDGE provides a versatile, configurable, cost-effective platform to drive the analytics value chain:

- + Configurable, out-of-the-box reporting that is ready to deploy typically in eight to 12 weeks.
- + Standard-source data adapters for systems, syndicated data sources and pre-configured data warehouse inputs.
- + Advanced functionality, such as bring-your-own-data and content analytics.
- + Built-in, self-learning and training modules to help with change management and user adoption.
- + Hosted on an industry-leading cloud provider (AWS) that enables the ability to rapidly scale up or down.
- + Facilitates advanced analytics and data exploration by integrating open-source tool stack for search, real-time analytics and machine learning.
- + Designed to provide a highly secure and reliable platform with data encryption.
- + Translate data into actionable insights that drive sustained, profitable growth for your hotel commercial organization.