



MAPPING.WORKS

HOTELS

GIMMONIX

REVENUE FOCUSED HOTEL MAPPING SOLUTION

SOME OF OUR PARTNERS

expedia group
partner solutions

Travelport
Redefining travel commerce

almando
the travel community

ROCKETMILES

FLIGHT
CENTRE

Deloitte.

amadeus

Microsoft

AlmosCifer.com

NUSTAY



WHY SHOULD YOU CARE?

2 MAJOR REASONS HOTEL MAPPING DIRECTLY IMPACTS YOUR BOTTOM LINE:



REVENUE PER BOOKING

From the many case studies we've performed, travel companies utilize less than 65% of possible rates for each hotel they sell. This means that **each hotel booking made has a potential for 35% more profit**. Why? Unmapped hotels and rates can't be booked. Mapping.Works covers the remaining 35%.



GROSS SALES VOLUME (TTV)

Staying competitive in the current online travel environment is tough. All the major players aggregate and cross-sell rates with one another. Extract the highest level of gross sales volume by ensuring the highest level of hotel mapping plays a vital role in your business.

MAP ANYTHING TO ANYTHING. WE'RE SOURCE AGNOSTIC.

NO MAPPING LIMITS

Being source agnostic means that if you have the data -- we can map it. While other solutions on the market rely on pre-mapped lists, you can add any supplier inventory file to Mapping.Works and it will map it all to your own master database. If you do not have such, you will have our unique IDs as reference.

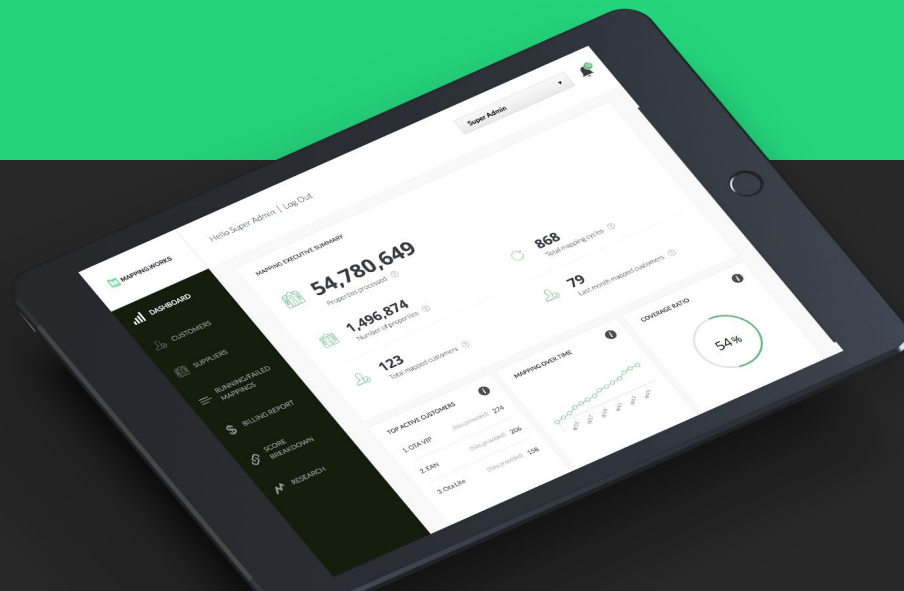


NO MATTER THE SOLUTION YOU'RE CURRENTLY USING

EXPERIENCE THE FULL POWER OF MAPPING.WORKS WITH A FREE EVALUATION

TRY IT BEFORE YOU BUY IT

We understand the importance of hotel mapping and its impact on your performance. Our team will work with you to evaluate your current hotel mapping status free of charge. You'll receive a full report on the impacts high quality mapping has on your business.



HOTEL MAPPING

THE MAPPING FLOW

Mapping.Works automatically matches and standardizes hotel IDs across all your suppliers to ensure your system recognizes all similar iterations.

A constant-learning, assumption based AI uses statistics to map and compare every entry in our database to every other entry in our database daily. This allows us to match properties even with only partial data, providing you with a greater inventory coverage and data accuracy than any other solution in the industry

1

Different suppliers name the same hotels differently

DATABASE	
SUPPLIER A	NY HILTON
SUPPLIER B	NEW YORK DELUXE
SUPPLIER C	HILTON DELUXE
SUPPLIER D	HILTON NY



HILTON
NEW YORK

2

Mapping.Works intelligently maps and unifies all iterations

MAPPED	
SUPPLIER A	\$500
SUPPLIER B	\$543
SUPPLIER C	\$498
SUPPLIER D	\$551

65M HOTEL RECORDS

With over 65,000,000 hotel records collected and thousands added monthly, Mapping.Works maps continuously to maximize opportunity and prevent expensive errors.

74 DIFFERENT PROCESSES

Utilizing 74 different processes, rules, and AI methods to compare and map millions of records enables the system to make educated, statistically based mapping decisions.

MAXIMUM VISIBILITY

Mapping.Works supports your travel business by providing information about your content distribution. It offers reports, automatic and manual task processes, and user roles.

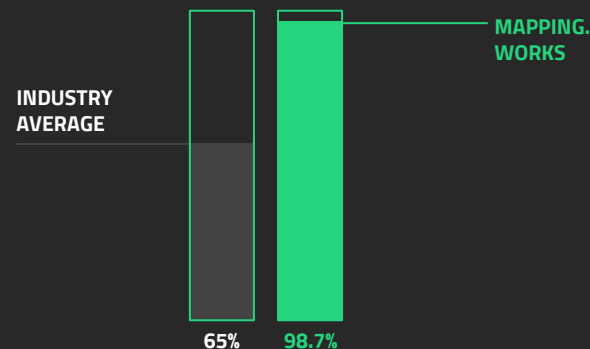
RISK MANAGEMENT

Safeguard mechanisms moderate potential risks by separating the 98% confidently mapped IDs from other records.

MAPPING.WORKS MAPS HOTEL INVENTORY MORE ACCURATELY THAN ANY OTHER INDUSTRY TOOL: 98.7% INVENTORY COVERAGE WITH 99.999% ACCURACY.

ACCURACY IS ONLY EFFECTIVE WITH GOOD COVERAGE

Today's industry standard for hotel mapping only covers 65% of your inventory on average. Mapping.Works' enhanced mapping capabilities covers 98.7% of properties with 99.999% accuracy. Map your inventory confidently and accurately with Mapping.Works - Hotels.



THE FACTS.

USABILITY BENEFITS



Drag and Drop

Inventory files and choose your suppliers from a provided list. You'll receive an updated, correctly mapped table within 24 hours.



No Setup

No setup or hardware upgrades are required. Get an ID and start mapping right away.



Superior UI

Easy to use UI with a convenient dashboard gives you access to a suite of reports and system alerts for errors found.



Logging

Every mapping process is logged in Mapping.Works, giving you control and access to all current and historical mappings.

AUTOMATION ADVANTAGES



Inventory Control

Managing multiple suppliers' inventories with varying hotel codes leaves OTAs with conflicting information, making it difficult to make 100% of inventory available to customers. Mapping.Works analyzes hotel data and maps the hotel IDs so OTAs can sell their full inventory confidently.



Advanced Technology

The fastest, most accurate, cloud-based mapping product for the hotel market, Mapping.Works utilizes advanced machine learning to ensure continuous inventory mapping throughout the entire supply chain.



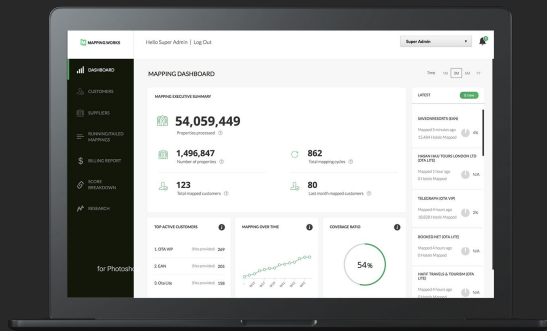
Reliable Distribution

Inventory can now be distributed reliably: Mapping.Works supports revenue growth and profit optimization despite the lack of standardization in the travel industry.

QUALITY OF MAPPING

THE IMPORTANCE OF QUALITY

In our industry, hotel mapping is viewed as a necessary evil. You can only sell what you map. But the fact is that higher quality mapping does much more for your bottom line than simply allowing you to sell your inventory. It reduces costly booking errors, improves your conversions and strengthens customer retention.



MAPPING THAT INCREASES REVENUE

- ✓ With the high costs of booking mistakes and approximately 35% of inventory unavailable for sale due to bad mapping, Mapping.Works increases revenues by up to 10%.
- ✓ Realize new business opportunities and start selling the inventory your customers weren't seeing because of bad mapping.
- ✓ Boost conversion rates with 100% de-duplication and automatic inactive code replacement.
- ✓ Secure better supply terms.

CUT COSTS

- ✓ Decrease look-to-book ratios with fewer required queries.
- ✓ Cut costs by eliminating booking mistakes due to incorrect mapping: your customers won't check into the wrong hotel.
- ✓ Reduce labor costs: no manual mapping needed.

BETTER SERVICE

- ✓ Offer new inventory to your customers in 24 hours or less so they see the very best hotel rates available.
- ✓ Receive mapping results in under an hour.
- ✓ Improve customer retention with good service, finding hotels has never been so easy.

A CASE STUDY WITH ONLINE TRAVEL AGENT ALMUNDO

Almundo was manually mapping its entire inventory in a time-intensive process. The mapping results received were subpar: only 70% of their inventory was mapped, with 20-30 mapping errors occurring each month. This resulted in the loss of thousands of dollars and many customers.

“When we started looking for a new mapping solution, we had a long list of requirements. We chose Mapping.Works because it is the only solution out there that can achieve all of these rather ambitious demands.”

– Marcela Lorena Cibeira, Regional Manager Almundo

1.3M
Properties

18
Supplier
integrations

200K
Bookings
annually

Turning tides

Striving to increase their inventory mapping coverage ratio and cut back on operational expenses, Almundo wanted a fully automated solution that allows mapping at any time.

They turned to Mapping.Works. After one week of implementation they now map on-demand and receive results in only a few hours, in comparison to an average of three weeks with their previous mapping provider.



0 Errors since
Mapping.Works



Bookings
increase by 15%



Conversions
boosted by 15%

ABOUT GIMMONIX

[TALK TO US](#)

WE BELIEVE IN OPTIMIZATION

Gimmonix empowers some of the world's leading travel brands to stay competitive in the online travel space with technology that allows them to 'flip a switch' and lean back on products that just work.

We believe in pushing the boundaries of technology to minimize waste and maximize results with every dollar a travel company spends in their business.

People

65 employees (250% growth since 2018)
Based in Tel Aviv with upcoming offices in UK, UAE, US and Spain

Valuation

Generated over \$30M in revenue and assisting 150 travel businesses since its founding. Manages \$1B+ in annual transactions

Scale

Cloud based with enterprise grade scalability, 3rd Largest Microsoft Azure consumer in EMEA

Business

Founded in 2010 with a single product, Travolutionary, Gimmonix is now offering 3 advanced solutions

Foundation

Fully bootstrapped, privately held and profitably operated on cash flow basis, with 2X YoY growth

Up-and-coming

Reached new financial milestone in 2017 with \$6M in revenue. On track to reach \$14M in 2018.

OUR BESPOKE PRODUCTS

[MAPPING.WORKS](#)[TRAVOLUTIONARY](#)[RESERVATION.WORKS](#)gimmonix.comsales@gimmonix.com