



GameChanger™

Unleash Open Pricing with GameChanger

Optimize every booking by independently yielding all segments, channels and room types in real time, with new and better insights into demand. With the flagship application for hospitality's only Revenue Strategy Platform, move beyond BAR pricing and stay ahead of the growing complexity in hotel distribution and technology.

The Ideal Revenue Strategy, Powered by Open Pricing

Open Pricing

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noun

1. the ability to price all room types, distribution channels, customer segments and stay dates independently of each other to maximize revenue without closing any opportunity for a booking.

With Duetto's cloud-based Open Pricing application, GameChanger, any property can better control its demand and drive more profitable, direct bookings through enhanced pricing. Rates and offers can be flexed to a price point that makes the hotelier the most money while still converting to a booking, and they never have to be shut off with an availability restriction.

Accept the optimal business mix with key GameChanger features, including:

Tracking lost-business data like regrets and denials

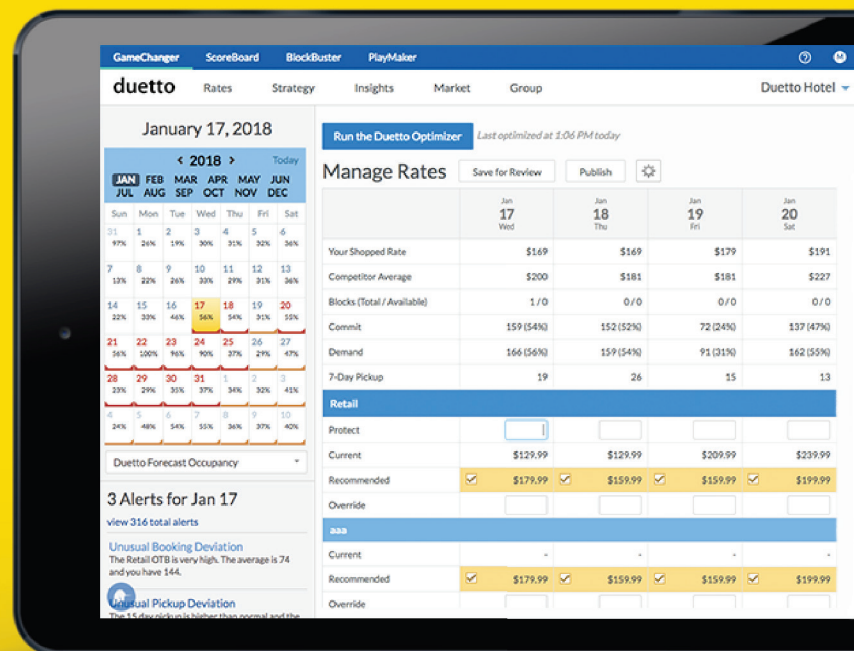
Dynamic room type pricing

Integrations with your PMS, CRS and other source systems

Using third-party data as a demand signal

Pricing Rules and custom sub-rates

Smart alerts to capitalize on changes in demand conditions



The Duetto Difference

Duetto's team combines decades of experience in revenue management and cloud technology, making it hospitality's only true Revenue Strategy Platform. Its flagship application draws on Duetto's competitive advantages and differentiated approach, including:

Duetto Demand Calculation

GameChanger users don't need to manipulate their forecasts to make the right pricing decisions. The Demand Calculation ingests current rates, real-time pickup, historical data and "what if" analyses to yield optimal price recommendations.

Lost-Business Data

GameChanger makes web shopping regrets and denials from your booking engine actionable, providing a powerful indicator of demand and your customers' price elasticity. A proprietary Javascript tag discerns same-shopper behavior, showing how many people actually "looked" versus "booked," and which rates meaningfully affected booking conversion.

Multi-Tenant Architecture

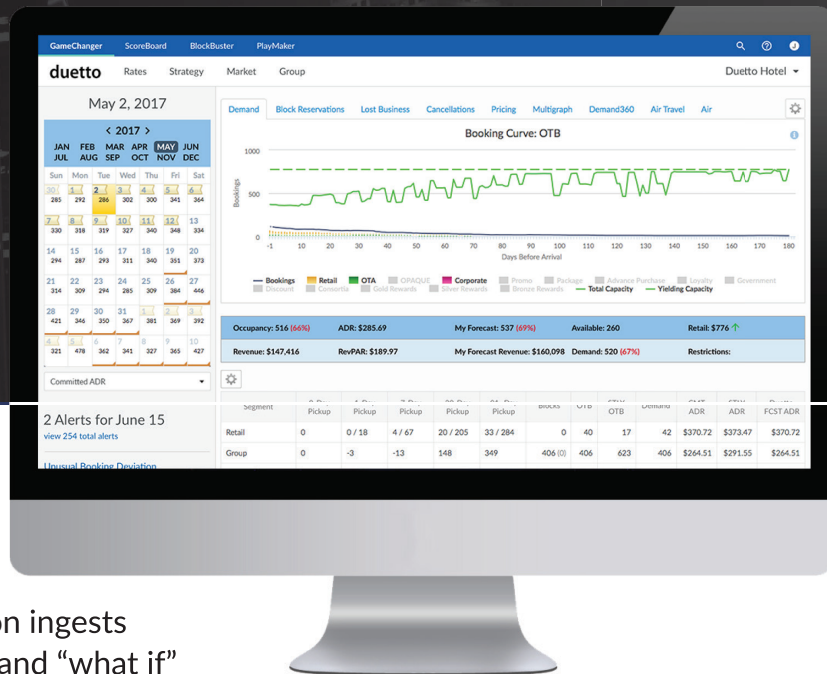
GameChanger was built from the beginning for the cloud, giving users significant advantages in speed and efficiency. It allows all departments to leverage valuable insights and embrace the kind of organization-wide collaboration necessary for achieving a more modern Revenue Strategy.

Customer Success

Duetto's Customer Success Managers guide you from onboarding to ongoing profitability. The deployment process includes a rigorous Data Quality Evaluation to ensure complete fidelity with every integration between Duetto and the rest of your tech stack.

Future-Proof Flexibility

App users stay ahead of today's staggering complexity in digital distribution and rise above the limitations of decades-old legacy technology. But Open Pricing also prepares them for tomorrow's challenges by integrating new data sets and new strategies.



Unlocking the Entire Revenue Strategy Platform

GameChanger continues to help hotels and casinos maximize their profitability by deploying Open Pricing and improving business-mix and distribution decisions. But the app can achieve even more Revenue Strategy breakthroughs in combination with other Duetto applications and solutions.



GameChanger + ScoreBoard

Combine GameChanger with Duetto's intelligent-reporting app to enhance your forecasting capabilities and deliver actionable insights to all your company's key decision-makers in real time. Spend minutes, not days, building forecasts, budgets and data visualizations.



GameChanger + PlayMaker

Achieve truly customized loyalty pricing by pairing GameChanger with the industry's premiere personalization app. In addition to prices for loyalty members, you can also tailor individual room type sort orders, packages, offers and content, all in the run-time path as anyone — from a loyal repeat guest to an unknown consumer — shops your direct channels.



GameChanger + BlockBuster

Streamline the group sales process by using Duetto's contracted business optimization app in conjunction with GameChanger. Unify sales and revenue management to close more deals and make more money.

GameChanger + Strategic Consulting

Leverage decades of real-world experience and work with Duetto's Strategic Consulting team to handle everything from top-line strategy to real-time pricing and digital marketing. Duetto's experts will tailor a strategy to your specific needs and profit goals.

GameChanger + Demand360

Access insights into your comp set's forward-looking performance data within GameChanger, and immediately make them actionable via Open Pricing and the app's Pricing Rules.

GameChanger + Third-Party Data

Improve your pricing and forecasting with dynamic data sources from existing and new providers. Refine your strategies with new inputs, such as airport arrivals and stay-throughs or enhanced rate shopping.