



Optimize Forecasts for Reliability... with Watson, R.M. Forecaster™

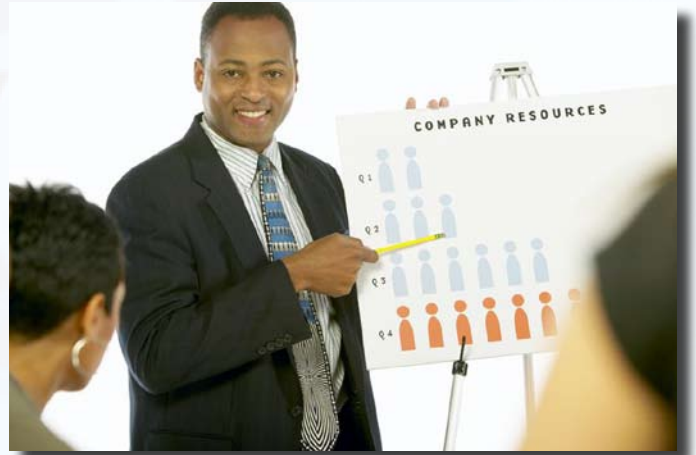
A global pioneer in advanced technology solutions for the hospitality industry, UniFocus is the only company that enables you to have the full array of knowledge you need to run your business.

Watson, R.M. Forecaster is a sophisticated online tool that analyzes historical patterns to predict business volumes for the coming schedule period—utilizing multiple time-tested forecasting methodologies. Forecaster is also a smart system that continually fine-tunes itself for even greater precision, while enabling managers to participate in the final forecast decision.

Advantages:

- ◆ **Actionable Knowledge**
Plan more effectively with precise forecasts that factor in market conditions and historical trends.
- ◆ **Continuous Growth**
Predict accurate work requirements with short-term volume forecasts.
- ◆ **Measurable ROI**
Improve yield management in non-room related revenue centers.
- ◆ **Profitable Outcomes**
Forecast key business indicators accurately to ensure profitability.

The ability to optimally staff in sync with accurately forecasted business volume is an art based on science. It is also a proven reality with Watson, R.M. Forecaster, which makes it easy for management to incorporate their experience and market knowledge. It does away with antiquated forecasting methodologies.



Watson, R.M. Forecaster provides:

- ◆ **Short Term Projections** – (\$\$, covers, transactions, occupancy stats).
- ◆ **Greater Accuracy** by utilizing external factors (environments, market conditions).
- ◆ **Relevant Forecasts** that incorporate all market segments.
- ◆ **Property Specific Indicators**
- ◆ **Multiple Forecasting Methods** – regression, arithmetic, rolling averages.

UniFocus enables:

- ◆ **Accurate Forecasts** – accurate business volume forecasts delivered quickly.
- ◆ **Improved Yield Management** – yield management in non-room related revenue centers is greatly improved.
- ◆ **Operational Indicators** – see indicators of specific operations, e.g., special group needs, golf rounds and other recreational activities.
- ◆ **Graphical View of Business Demand Flow** – throughout the day in 30-minute increments.