

# novus-ai for hospitality operators



# TYPICAL HOSPITALITY FRUSTRATIONS

- ✗ "Report production **takes too long**"
- ✗ "Data tools **cost too much** for all our locations and staff"
- ✗ "We have too many **disconnected systems**"
- ✗ "We **can't answer** business questions quickly"
- ✗ "Data integration is **difficult and often inaccurate**"
- ✗ "Excel **can't solve our data challenges**"
- ✗ "Manual data extraction **slows our decision making**"
- ✗ "Our **lack of data access** means we **don't have the insight needed** for decision making"



# WHY TRADITIONAL REPORTING FAILS

## — Data silos

Your EPOS and booking systems trap vital information where you can't use it.

## — Wasted hours

You spend 9+ hours weekly on spreadsheets instead of focusing on your business.

## — Excel hell

Your spreadsheets crash when loaded with all your data, making reporting painful.

## — Site blindness

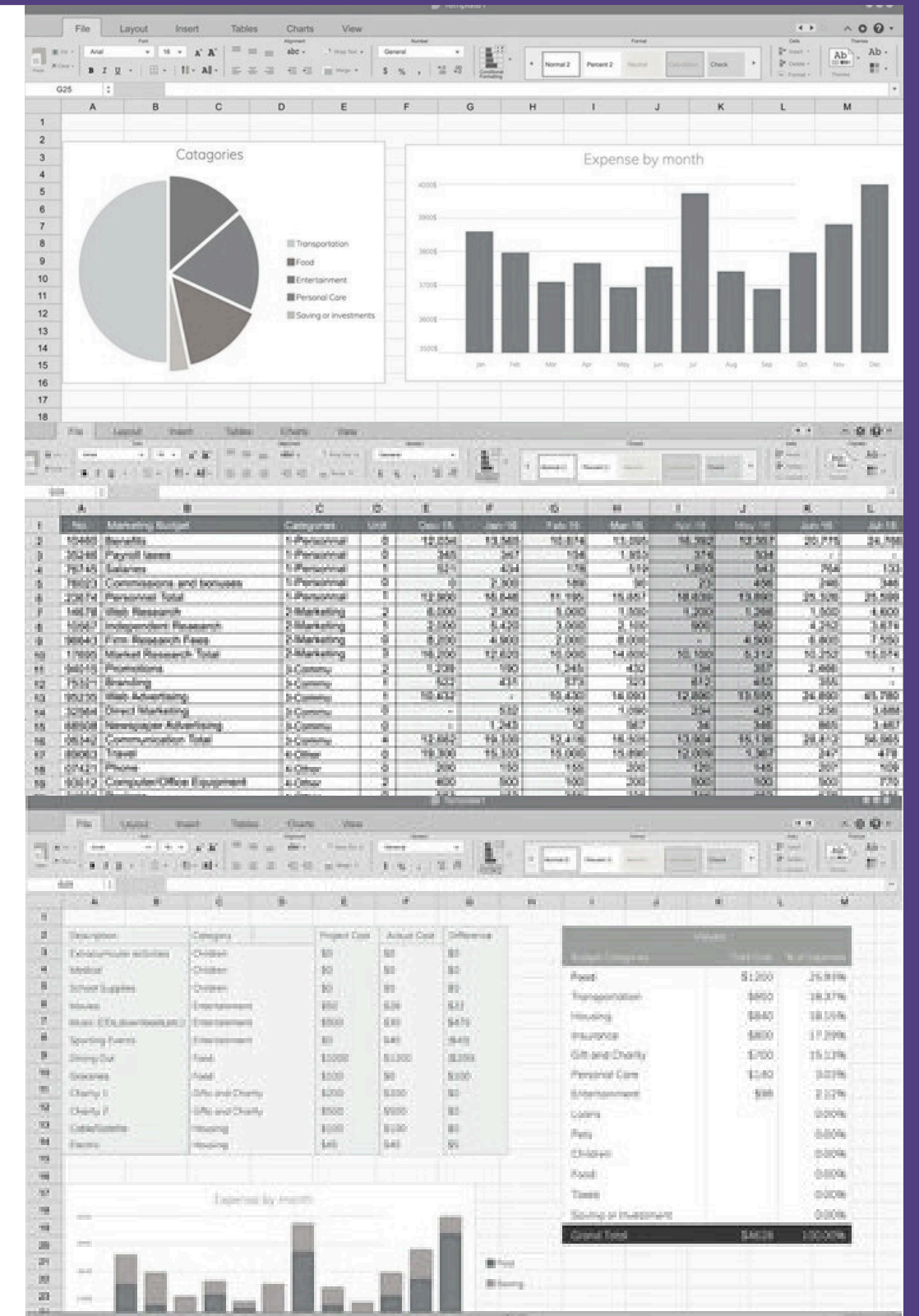
You can't easily view Manchester, Brighton and Edinburgh together in one report.

## — Slow process

By the time you've compiled last week's data, it's already too late to act on it.

## — Unreliable figures

Manual data handling creates errors that undermine trust in your weekly reports.



# WHY HOSPITALITY ANALYTICS MATTER

51.5% of hotel executives use AI and data analytics for personalised marketing (Oracle & Skift).

Key benefits of hospitality analytics include:

## HIGHER REVENUE

Hotels using analytics see 5-10% higher revenue and 15-20% lower operating costs.

*Source: Hospitality Insights, 2023*

## LOWER COSTS

Data-driven scheduling can reduce labour costs by up to 10%.

*Source: Takeaway Max*

## BETTER MENUS

Restaurants using data analytics for menu optimisation increase their dish profitability.

*Source: Takeaway Max*

## COMPETITIVE EDGE

Only 20% of top restaurant brands have implemented predictive analytics.

*Source: Boston Consulting Group (BCG)*



# INTRODUCING: NOVUS-AI

A **fully managed analytics platform** built specifically for **hospitality** that **unifies all your data sources** for **instant insights**.

✓ **Pre-built dashboards:**  
immediate insights from day one

✓ **Automated data extraction:**  
daily updates with zero manual effort

✓ **Unified data platform:**  
all systems in one place

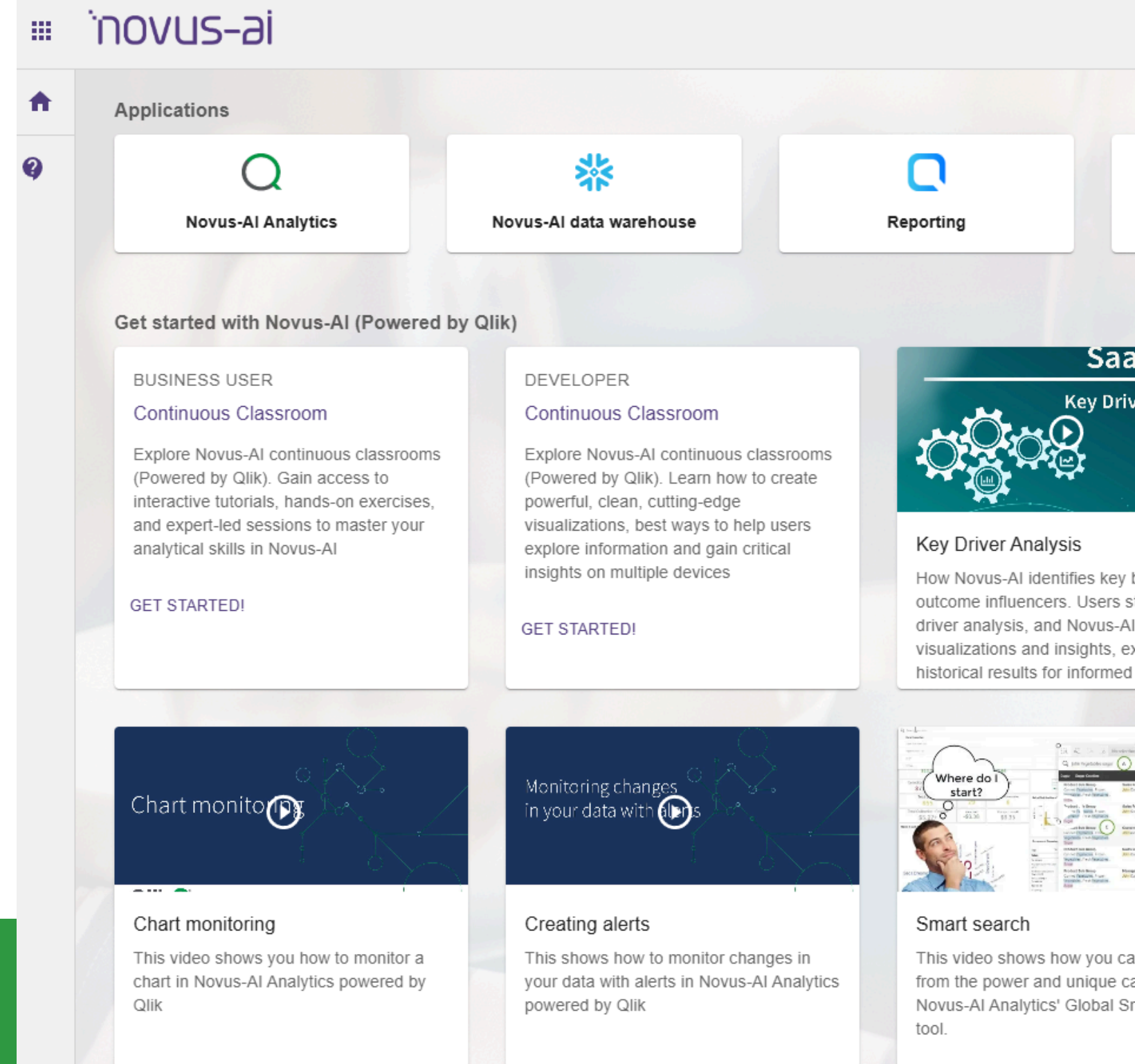
✓ **Self-service analytics:**  
answer questions instantly

✓ **Accurate data integration:**  
single source of truth

✓ **Flexible pricing:**  
scales with your business

Fully managed for you

Focus on your business while we handle the technical side



# INTRODUCING: NOVUS-AI

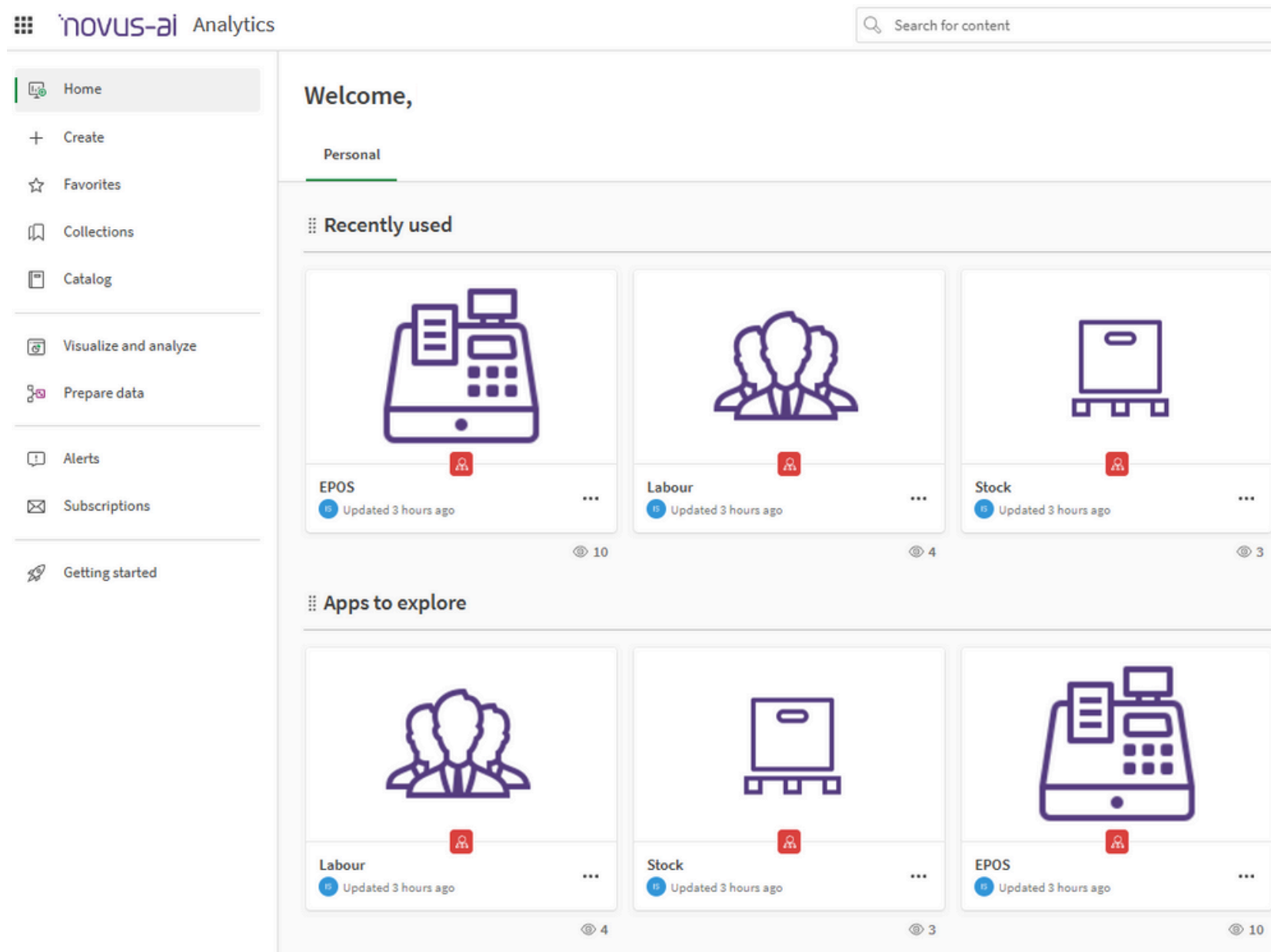
Novus-AI is already trusted by:

NIGHTCAP

TORTILLA

CHICKEN SHOP





Novus-AI pulls data from your existing hospitality systems such as:

- ✓ EPOS: Sales, product analysis, discounts, promotions
- ✓ Labour: Scheduling, costs, productivity metrics
- ✓ Bookings: Cover forecasting, no-shows, lead times
- ✓ Feedback: Guest experience scores, sentiment analysis

**Plus integrations with 40+ other hospitality systems** - just ask about your specific setup.

Everything in one place without technical work on your end.



*“Burger King isn't the first company where I've worked with Tahola on our reporting and data analytics. In all cases I've found them to be professional, knowledgeable and easy to work with. They know the hospitality sector well which eases my role as they understand what an operator needs without me having to define it in lots of detail.”*

**Clair Wentzel, Director of IT at Burger King UK**



## Sales & Finance

- Live sales tracking across all sites
- Top and bottom performing products
- Promotion effectiveness
- Discount impact monitoring

## Operations

- Labour cost vs. budget
- Staff productivity by site
- Sales vs. labour forecasting
- Booking pattern analysis

## Customer

- NPS tracking by location
- Sentiment trend spotting
- Service issue alerts
- Feedback comparison

## Custom

- Build your own views
- What-if scenario planning
- Scheduled report delivery
- One-click site filtering



# BESPOKE VS NOVUS-AI

## BESPOKE REPORTING SOLUTION

- ▶ Dedicated expert team
- ▶ Tailored software selection
- ▶ Customised data integration
- ▶ Built to exact specifications
- ▶ Advanced analytical capabilities

TAILORED INVESTMENT BASED ON  
REQUIREMENTS

## NOVUS-AI

- ▶ Fully managed service
- ▶ All software included
- ▶ Full data automations
- ▶ Ready in days/weeks
- ▶ Peace of mind with always-on service

FIXED MONTHLY SUBSCRIPTION

Traditional analytics solutions cost hospitality businesses £50,000-£100,000 annually.  
Novus-AI delivers the same insights at a **fraction of the price.**

# EXAMPLES OF INTEGRATIONS

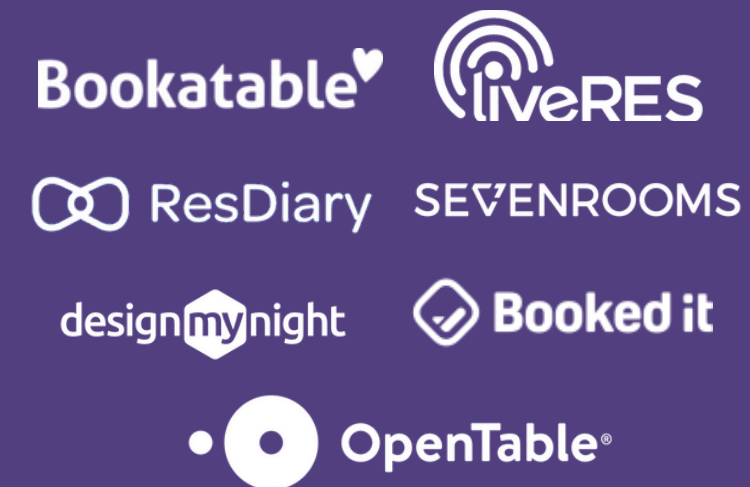
## EPOS



## Guest Experience



## Reservations



## Labour Management



## Social



## Finance



## Accommodation



## CRM & Loyalty





# TECHNICAL CAPABILITIES

## ENTERPRISE-GRADE INFRASTRUCTURE

- ✓ Data warehouse included at no extra cost
- ✓ High-performance architecture that scales as you grow

## FLEXIBLE CONNECTIVITY

- ✓ Access your data with any BI tool you already use
- ✓ Add users and integrations as your operation grows

## BUILT FOR BUSINESS USERS

- ✓ Scheduled reporting delivered automatically
- ✓ No SQL knowledge or technical expertise required

## FUTURE-PROOF INVESTMENT

- ✓ Custom development available when needed
- ✓ Regular updates included in your subscription



## Let's work together.

With 25 years of hospitality experience, we'll convert your daily operations into money-making insights that spot cost savings, and increase sales.



250+ customers



Go-to hospitality data partner



Fast implementation with measurable results

[Learn more about Novus-AI](#)

[Book a demo](#)



*"We interviewed 3 or 4 data solution providers and **Tahola really stood out above the rest.***

*They showed us exactly how their services work to streamline analytics and reporting for other clients in the hospitality sector, including demonstrating dashboards we previously wouldn't have thought we could develop. **Tahola was a no-brainer for us!"***

**Jon Townsend, Head of FP & A and Systems at New World Trading Company**