



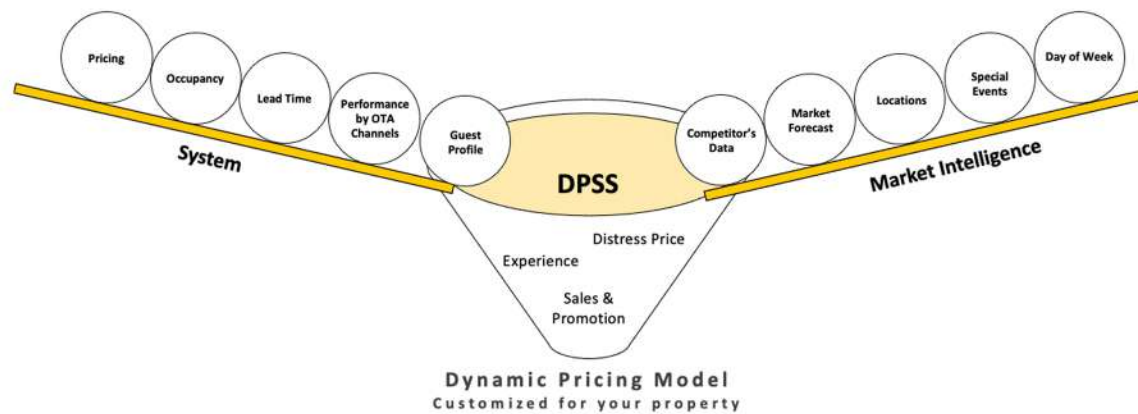
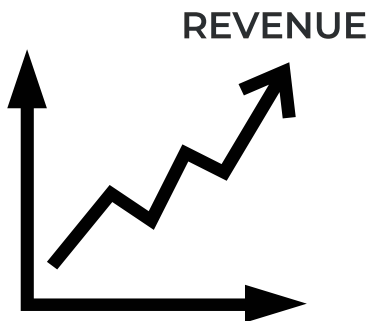
## ULTRON DPSS

A time-based pricing model tailored to mend room rates in response to changes from seasons and events etc.

# DYNAMIC PRICING SERVICES

## TAILORED TIME-BASED REVENUE MANAGEMENT SYSTEM

Using disciplined tactics, analytical and strategic skills, we develop strategies to maximise yield, based on the following elements



### Challenges faced by operators

1. Dynamic pricing is a specialized field that requires much time, data and resources to prepare and analyze.
2. It is an extremely tedious process to update the revised pricing timely.
3. As a result, the property may not capture market conditions timely.

### How can Ultron DPSS help you

1. We maintain a specialised team to analyze and manage a pricing model designed for your property.
2. The pricing model is capable to adjust room rates automatically in response to market changes.
3. The savings of your resources can be redeployed to improve guest experiences, marketing and housekeeping standards to beef up your brand identity.