



HOTEL RETAIL SUCCESS. **GUARANTEED.**



TECHNOLOGY | DATA | DESIGN

PATENTED RETAIL SOLUTIONS
for HOTEL PANTRIES & GIFT SHOPS

COMPANY OVERVIEW

Over the past 10 years, unmanned hotel retail has become one of the fastest growing hospitality trends both for its proven impact on guest satisfaction and as a notable contribution to incremental revenue.

Initially, lobby shops were treated as a mere guest amenity and little effort was put into properly designing, merchandising, and managing the stores. General contractors selected millwork, front office managers shopped at Costco for perceived guest favorites, and busy front desk associates struggled to add product sales in their head using outdated price sheets and a Property Management System never intended to manage retail outlets.

As the lobby store concept and guest expectations evolved so did the need for retail expertise, technology, and data across the hospitality industry.

From this need, Impulsify was founded and **ImpulsePoint** was created and patented* to capture actual sales data and create an instrument to provide automation and data-driven decision making for hotel retail stores.

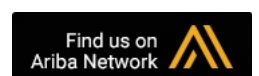
With over 3 million retail transactions analyzed and a team of hotel retail executives with backgrounds in retail design, procurement, hotel operations, and retail technology, Impulsify quickly established itself as the leading experts in hotel retail success.

Since 2013, Impulsify has contributed data, technology, and design service solutions to the retail efforts of hundreds of hotels from over 500 brands, owners, franchisees, and management companies including:

Hilton Worldwide
Marriott International
WoodSpring Hotels
Hyatt Hotels
InterContinental Hotel Group
Best Western Hotels and Resorts
Starwood Hotels
Choice Hotels

JHM Hotels
Spire Hotels
Interstate Hotels & Resorts
Kineth Hospitality
High Hotels
First Bristol Corporation
OTO Development
TMI Hospitality

Crescent Hotels & Resorts
Kana Hotels
Dimension Development
Baywood Hotels
Stonebridge Hotels
Hersha Hospitality



If you can't measure it, You can't manage it.



Making Profitable Pantries Possible. Like **Super** Profitable.

49%
Revenue
Increase

220%
Profit
Increase

62%
Avg. Profit
Margins

100%
ROI
Guarantee!

impulsify.

Give us a call. **We love this stuff.**
888-306-3252 | www.impulsifyinc.com

INTRODUCING 360RETAIL by IMPULSIFY

Impulsify delivers a total lobby retail solution using a unique combination of:

- ✓ Patented retail and inventory management technology
 - ✓ Hotel specific consumer product data and price recommendations
 - ✓ Retail design and consulting services
 - ✓ Hotel retail revenue expertise
 - ✓ Proven retail best practices
 - ✓ Established vendor relationships with national retail suppliers
- ▣ Our #1 mission is to increase retail revenue and profitability **because** of an enhanced guest experience, not at the expense of it.
 - ▣ Impulsify uses granular sales data from nearly 3 million retail purchases at Select Service Pantries and Full Service Gift Shops in the United States and Canada to provide unprecedented insight into hotel retail consumer behavior and trends.
 - ▣ All product recommendations are based solely on documented product trends and actual sales data collected from hotel retail sales. Never on negotiated rebates or required supply contracts. We work with all major national hotel retail suppliers including Vistar, Tradavo, PepsiCo and Coca-Cola Company.
 - ▣ Impulsify has developed a consumer product database with over 14,000 categorized retail products with nationally tested retail price recommendations for all geographic markets, hotel types and guest profiles.
 - ▣ Our Aggregated Product Performance reports measure sales volume and gross profit by UPC to provide brands with data-driven retail analytics - eliminating guess work when selecting assortments.
 - ▣ Our team of retail experts and designers create custom retail plans for each hotel's individual challenges, guest profile, hotel type and geographic location to ensure the highest levels of retail success and guest satisfaction!

BECAUSE WE PASSIONATELY BELIEVE . . .

1. Hotel Pantries and Gift Shops should reflect the same commitment to quality and guest satisfaction that brands exhibit in every other aspect of hotel design, operations, and guest experience.
2. A hotel pantry is a retail outlet and a profit center, not a guest amenity.
3. Choices in product categories, assortment, and retail pricing should be made based on actual sales data – not on individual preferences, manufacturer rebates, distributor incentives, or guess work!
4. **If you can't measure it, you can't manage it.** Pantry sales, retail pricing and inventory must be automated, recorded and monitored to maintain a profitable, well-stocked pantry that guests can depend on.
5. Happy Guests = Profitable Pantries

THE 360RETAIL FORMULA

1. Assortment

Impulsify collects actual sales data from over 3 million select service and full service guest transactions at lobby shops nationwide and can be broken down by any parameter including geographic location, guest profile, hotel size, or hotel type. This data is used to accurately select the best possible selling assortment for each hotel. Our product selections provide guests a compelling offering of both national and specialty brands, blending popular items and new trends to successfully meet the needs of all guest profiles while maximizing profitability and guest experience.

2. Merchandising

Proper merchandising involves so much more than just maintaining neat, fully stocked shelves. Proper product grouping and placement involves a retail science based on buying habits and shopping trends: which products should be at eye level, which should be placed high or low, which should never be grouped with food products. We develop a custom merchandising plan for each hotel that meets all retail best practices to increase sales and simplify shopping for guests.

3. Pricing

Retail Pricing in the Market is both a science and a psychology. Underpriced products forfeit valuable profits. Overpriced products deter guests from utilizing the retail offering created for their convenience. Impulsify provides properties with Retail Pricing utilizing a blended margin based on national sales data for their specific geographic location, hotel type, and guest profile. This ensures that all products are priced for maximum profits while providing a valuable convenience for guests.

Hotels using our services average

62% profit margins.



4. Technology

To offer a consistent guest experience and accurately measure product performance, inventory levels, profit margins, and par levels, it is essential for a hotel pantry to utilize an automated inventory management system and function like a true retail outlet.

IMPULSEPOINT - Our patented Hotel Retail Management System - not only automates front desk price calculations, taxation, inventory, discounts, department transfers, and replenishment, but it also collects aggregated data and provides brands and management companies an above property dashboard to better understand their hotels' retail practices, brand standards, and retail volume for brand consistency and purchasing negotiations.

5. Maintenance

Daily management of the retail area is essential to provide guests with a superior retail experience. We have developed a variety of resources, technology tools, and training programs to simplify the daily management of The retail area. Retail Training and Certification Programs are available to managers and front desk associates to ensure they have the skills to properly manage a successful retail store.



IMPULSEPOINT FEATURES



- **Front Desk Barcode Scan Technology** for easy check out at all terminals
- **Automatic Price Retrieval** provides accurate sales totals to eliminate lost revenue
- **One Click Giveaway** solution to manage preferred guest transactions
- **Patented Department Transfer Tool** for sharing inventory with other departments without impacting profits
- **Daily Reminders and Auto-Restocking tools** to replenish the store to improve guest experience
- **Patented Batch Posting Process** allows use by hotels with any browser, any PMS.



- **User PIN Controls** tie every transaction to a user to minimize shrink and employee theft
- **Automated Inventory Tracking** based on actual sales and giveaway transactions let you know exactly how much on hand inventory you have to eliminate costly Out of Stocks that impact guests
- **Automated Shopping Lists** let you know what you're running low on and who to order it from to simplify re-order process for all vendors
- **Easy to Use Interface** to instantly add or edit products, vendors, and users with just a few clicks and no need for tech support!



- **Real-time Actual Sales** reports tell you what's making you money and what isn't moving
- **Product Performance Reports** show you where margin is slipping on products due to increases in Cost of Goods
- **Sales Summaries** allow you to see every type of transaction affecting your profitability
- **Department Transfer Reports** let Accounting charge departments that share inventory with the pantry for things like water or snacks used for group bookings, banquet, and preferred guest programs



- **Free Customer Support** from US Based Customer Service Agents



Why Do Hotels Need ImpulsePoint?

Because just posting a sales total to a PMS House Account or Guest Folio is not an effective process to manage a successful retail store.

ImpulsePoint is the only Retail Management System specifically developed for the unattended hotel retail store.



SELF-PAY KIOSK

Self-Serve Point of Purchase powered by ImpulsePoint

AVAILABLE 2017

STANDARD FEATURES

Sleek design in a variety of customizable sizes/formats to accommodate space limitations including:

- Stand Alone
- Wall Mount
- Table Top
- Custom Millwork Insert
- Touch Screen Technology
- Internal Barcode Scanner

SECURE PAYMENTS

- PCI Compliant, Fully Encrypted Credit Card Processing
- EMV Chip
- Touch-Pay
- Room Charge Capability Available*

INTEGRATIONS

- ImpulsePoint: Seamlessly integrates with ImpulsePoint for all Sales, Inventory, Replenishment and Retail Reporting features
- OnQ
- Galaxy LightSpeed
- MSI Cloud PM



REDUCE FRONT DESK TRAFFIC
ACCOMMODATE THE SELF-SUFFICIENT GUEST
MINIMIZE GUEST WAIT TIMES
ELIMINATE COSTLY CALCULATION ERRORS
REDUCE SHRINK DUE TO INADVERTANT THEFT

The Only EMV Chip
Certified Self-Pay Solution
for Hotel Grab-N-Go Retail

Cost of desired unit + \$99/mo

*ImpulsePoint subscription required.

IMPULSEPOINT PRICING

\$1,000.00 One Time Activation & Onboarding
\$2,400.00 / year per hotel

Volume Pricing Available for Multi-Property, Multi-Year Contracts

What's Included:

- ▣ Unlimited Users
- ▣ 2 Front Desk Scanners (
- ▣ 30 Day Unlimited Onboarding and Training
- ▣ Free US-Based Technical Support
- ▣ Additional Back Office Inventory Tablets and Scanners Available.

Above Property Dashboard and Account Access
Available with Management Company Service Agreements

ROI GUARANTEE

WE ARE SO CONFIDENT IN WHAT WE DO, **WE GUARANTEE IT.**

If the price of a 12-month subscription is not covered by the increase in profit experienced the first year of use, we will credit the difference.

No risk. Only **reward.**

To be eligible for our ROI Guarantee:

Hotels must use Impulsify's nationally tested recommended retail pricing
Hotels must consistently use ImpulsePoint with no more than 10% variance between systems
Hotels must use Shift Replenish at least once per day on average
Credit is applied to the renewal subscription amount



RETAIL PLANNING

From Full Service Gift Shops to Select Service Pantries, Impulsify's team of retail experts are making Hotel Retail a positive guest experience.

Paying close attention to every detail, our designers evaluate store layout, guest profiles, lighting, fixtures, categories, product selection, brand standards, and retail pricing to develop custom retail plans for each client.



RETAIL MERCHANDISING

Providing selection recommendations and retail merchandising solutions for every assortment.



Indulgent Gourmet



Reliable Favorites



Regional Flair

HOTEL RETAIL DESIGN EXPERTISE

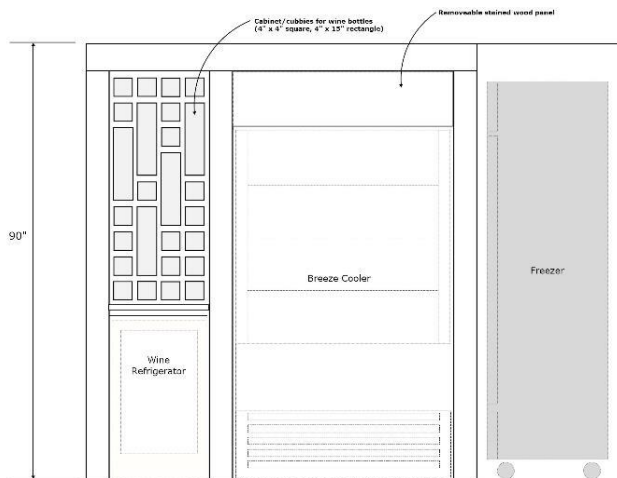
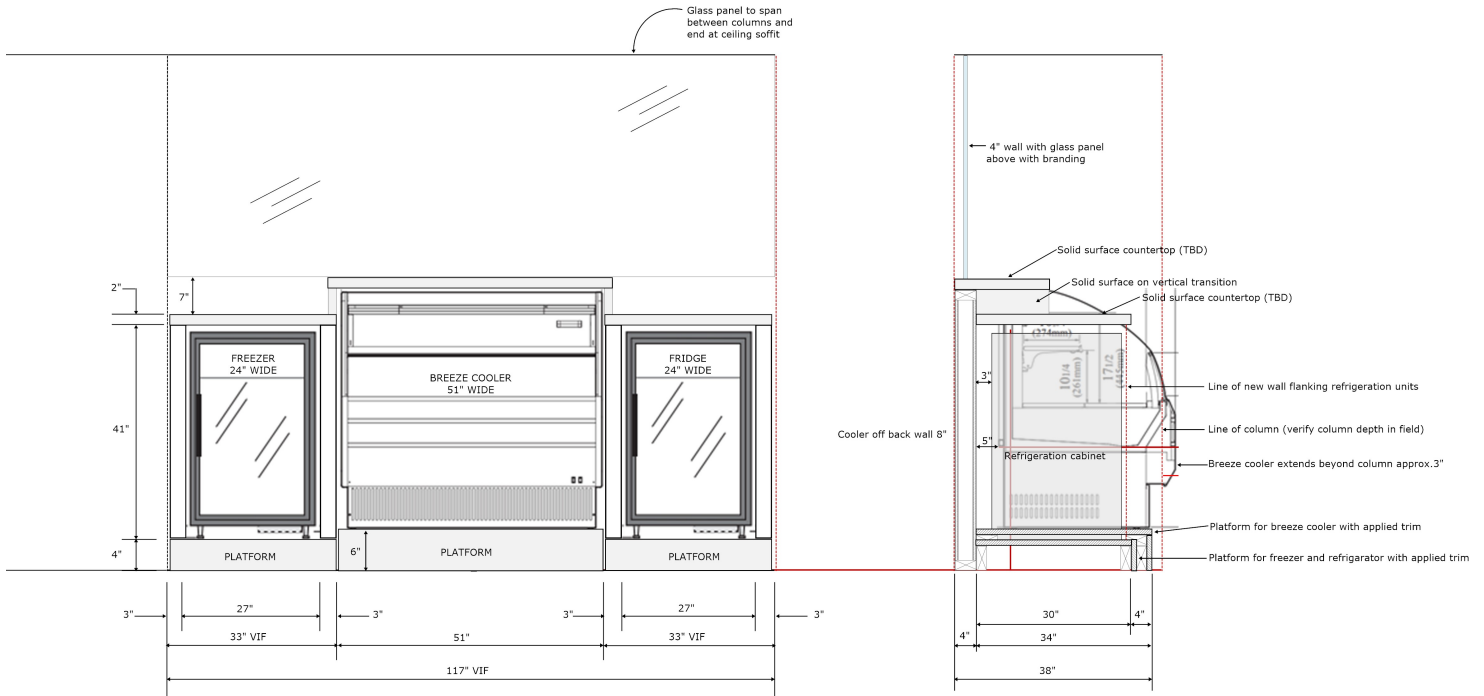


General Managers are great at hospitality.
General Contractors are great at building and renovations.
Hotel designers are great at designing lobbies and guest rooms.
But only Impulsify Retail Designers are experts at Hotel Retail.

BECAUSE IN SMALL SPACES,
FORM MUST BE = TO FUNCTION

Rely on our expertise when installing a store or renovating an existing space.
For a nominal fee, our retail designers can help you avoid costly retail design mistakes.

CUSTOM STORE DESIGN



We provide detailed, ADA compliant, ready-to-build plans for your General Contractor to build from.

RAVE REVIEWS

Impulsify just “gets it” when it comes to the hotel pantry business. They were able to see where Hilton was going with its simple pilot pantry inventory tracking program. Impulsify's vision and hotel pantry expertise led to a robust online automated system which has drastically improved the performance of Hilton's hotel pantries! Based on both research and on results, Impulsify is the world's leading expert in Hotel Pantry Operations and Systems. Her vision and perseverance make the projects she tackles successful every single time!

Mark E.

Director, Retail Technology

Impulsify was hired in 2013 to help our Focused Service Hotels improve retail operations and profitability levels within our 2,800 retail outlets. Janine and her team hold a depth of knowledge regarding retail design, product selections, retail pricing, inventory management, automation technology, and merchandising that is unsurpassed in the industry. The result of this program resulted in triple digit increases in profitability to our owner/franchise partners and a greatly improved retail offering that unquestionably improves overall guest experience.

Janine consistently delivers excellent work on time and surpassed expectations for every request made. I would not hesitate to recommend Impulsify's program to any brand or franchisee seeking assistance improving their retail offering.

Mark S.

Director, F&B Product Development, Focused Service Brands
Product Development & Brand Services

I was looking for a cost effective solution to help me get my arms around our pantry profitability. We brought in ImpulsePoint Retail Management solution at the Hilton Garden Inn US Capitol. Janine and her team are excellent to work with not only during the installation phase – the support they provide after installation is equally impressive. Impulsify is easy to use, eliminates the challenge of front desk agents guessing at prices, and helps increase revenue and profit. We have now installed it at ten more properties.

David D.

Field Operations Manager

RAVE REVIEWS

Impulsify provides a smart, robust online Retail Management System that does all the retail tasks that Micros doesn't adapt to (inventory management, ordering reminders, integrated reporting) And since very few of us are "retail experts," their ongoing Retail Services support enables them to help us with revenue/profit analysis, visual merchandising expertise, intelligent product selection, and ongoing support. It is like having an Assistant VP of Retail Markets reporting directly to you.

Scott Y.
General Manager
Embassy Suites

Tammy and I have worked together for a number of years, on countless Remington Corner Pantries. Her expertise in retail design, merchandising, and product assortment is top notch and I truly believe the success of our properties is directly related to her understanding and passion for the projects she spearheads.

Her design experience and retail knowledge enable her to create markets and pantries that not only look appealing to guests but also operate as a revenue center. She considers all facets of the space ensuring that functionality, appearance, and merchandising go hand in hand -creating a truly unique experience for the guest. She is delightful to work with and I can't imagine completing these projects without her. Her enthusiasm is contagious, her customer service unparalleled, and the amount of knowledge and experience she brings to the table has truly impacted the success of our Corner Pantries.

Lorraine P.
VP, Spa/Retail/Fitness

[We] hired Impulsify last year to refresh our hotel market/pantries and increase profits. After visiting with Janine and interviewing folks at some of the other businesses currently selling solutions for the hotel industry, it was very apparent that Impulsify was the solution for us.

The Impulsify Rx Services group analyzed all hotels' revenue, items sold, displays, and prices to improve revenue per occupied room as well as guest satisfaction. Tammy's team knows down to the tiniest detail what sells, what guests like, what they will pay for it, and how to merchandise it. Our stores have never looked better and the proof is in the profit.

Tim S.
Director Of Operations / Purchasing

RAVE REVIEWS

Ms. Williams has helped our hotels drive phenomenal profit in our pantries. One quarter after another, her team has helped us achieve results that were way above our expectations.

We are hoteliers and not retail professionals. Ms. Roberts has opened our eyes to a stream of revenue that was previously overlooked.

Michael R.

Vice President, Food & Beverage

I have worked with Janine and her team at Impulsify since December of 2014. At the time we were introduced to Impulsify, our Suite Shops at my hotels were not profit centers; they were loss leaders, rarely breaking even month to month. Once we started with Impulsify, all that changed. Within the first 3 months we made back the initial cost of the program and recommendations, and we have turned no less than a \$1000 profit each month of the year of 2015. We currently have a YTD profit at each of my hotels using Impulsify, of \$10,345 at the close of September financials.

We are now in the process of rolling out the Impulsify Retail Services Program into all my locations including 2 new projects that are currently in construction.

I would recommend the Impulsify program to any and all hoteliers looking to turn their Suite Shop/Pantry/Markets into profit centers.

Michael B.

Vice President of Operations

JANINE WILLIAMS

CEO | FOUNDER | janine@impulsifyinc.com

- ▣ Founding member of Impulsify, a Hotel Retail Services and Technology Company
- ▣ Creator of **ImpulsePoint**: a Retail Management System custom built and patented for unmanned hotel retail
- ▣ Executive lead for the development of La Quinta Bright Side Market, Best Western MarketPlace, WoodSpring Suite & Simple Pantry, and long-time consultant for Marriott CFRST Market Program
- ▣ 8 years in hotel retail design, procurement, and technology
- ▣ Published writer and hotel retail consultant for major industry magazines including Today's Hotelier and HotelExecutive.com
- ▣ Retail Consultant / Educator to hundreds of brands, hotels and franchise groups seeking improved retail results
- ▣ Specializes in hotel retail performance analysis for brands and management companies to determine revenue objectives and retail improvement plans
- ▣ Industry expert on hotel retail, operations and merchandising practices

MARTIN ZAM

CIO | CO-FOUNDER | martin@impulsifyinc.com

- ▣ Co-Founder of Impulsify
- ▣ Co-Creator of **ImpulsePoint**: a Retail Management System custom built and patented for unmanned hotel retail
- ▣ Demonstrated expertise in system architecture and internet security protocols
- ▣ Deep expertise in Hospitality PMS interface technology
- ▣ Co-Chair HTNG Open API Advisory Board
- ▣ 30 year career supporting IT and Development efforts at ATT, IBM, PricewaterhouseCoopers and Accenture.

TAMMY WILLIAMS

VICE PRESIDENT | Hospitality | tammy@impulsifyinc.com

- ▣ Developed the Hotel Retail Design departments at Tradavo and Impulsify
- ▣ 15 years commercial retail design experience
- ▣ 7 years in hotel retail design
- ▣ Senior retail designer of La Quinta Bright Side Market, Best Western MarketPlace, the Corner Pantry, and a pending new brand launch
- ▣ Managed the total refresh of over 500 hotel retail outlets
- ▣ Preferred retail design consultant for numerous Hospitality Franchise / Management Companies when building or renovating existing hotels

TOMMY HOLMES

VICE PRESIDENT | Business Development | tommy@impulsifyinc.com

- ▣ Extensive Hotel Management and Operations experience at property and corporate level
- ▣ Demonstrated proficiency in the growth, development and progression of hotel operations
- ▣ Superior project management experience in Grand Opening and PIP renovation projects
- ▣ Certified Hotel Administrator designated by American Hotel and Lodging Association
- ▣ Intimate knowledge of the brand standards, hospitality procurement and processes for numerous global brands
- ▣ Proficiency in defining and implementing standard operating procedures to streamline operations for properties and corporate team

CONTACT US

Email

sales@impulsifyinc.com

Phone

888.306.3252

Website

www.impulsifyinc.com

Headquarters

Impulsify, Inc.

1644 Platte St. Suite 400

Denver, CO 80202

