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About Us

We are a team of hotel technology experts

Alex Hysbergue

Hotel tech expert
(CIO Advisor, citizenM,
Mandarin Oriental)

Kai Overeem

Former CFO at
citizenM

Pascal Hakkers

RPA Expert
Specialising in Hotel
Processes

Pedro Moreira

Former Revenue Manager
and Operations
(W, St Regis)

**Simplifying
the messyverse.**

Hotel technology is highly fragmented
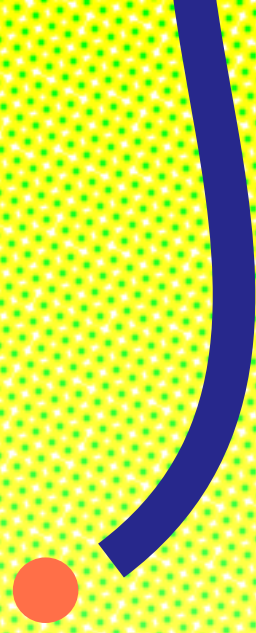
Solutions overlap

Poor integrations

High costs for improvements

Limited agility

- **The messyverse is the fragmented technology environment commonly found in hotels**

- **Aphy offers robotic workforce & automation solutions that drastically reduces the messyverse's impacts on hotel operations**

How we do it

Identify opportunities
We partner up with hotels in analysing the current processes: our experience allows hotels to quickly benefit from automation insights

Adaptive to existing environment
We develop automation on top of existing systems as if an hotel employee operate them. No hotel IT setup required and no system change necessary

Automation-As-A-Service
Our services are turnkey, all inclusive of development, hosting and maintenance. No CAPEX and no setup costs

Hospitality back in hospitality
With hours saved, colleagues can spend more time investing in the guest experience and more time engaging actively with the guests

"
Aphy automates 40+ of our processes. It saves us gazillions hours and euros every month.

It's light on the IT team as it adapts to our stack.
"

Mike Rawson, CIO

Example of success story

Data from the 'cancellation' robot @ citizenM

Robot's ROI

7.9

Every year the robot saves

€52K

+Value Add

Rooms are freed up for sale

Some examples of robots Aphy has created for its clients

Payment-related robots

Cancel invalid booking
This robot cancels any booking originating from an OTA (such as booking.com) made with an invalid credit card. This robots requires an input on which credit cards are invalid.

Check credit card validity
This robot checks if bookings made via an OTA (such as booking.com) contain a valid credit card. In case of an invalid credit card is used, the robot then automatically follow up with the guest (email, SMS, etc.) to inform them. The message includes a call to action on updating the credit card details with the OTA. 24 hours later, this robot checks the status again.

Processing cancellations
This robot processes and collects the payment for reservations cancelled outside of policy. If there is no credit card on file, or if this robot is not able to proceed the charge, then it writes an email with the transaction details in order to alert the account receivable team.

Payment reconciliation
This robot looks up transactions in the PMS and in the payments backend. It. then produces a list of discrepancies to automate the reconciliation of these payments. The list is then sent to the relevant department(s) for further resolution.

PMS-Related Robots

Night audit tasks
This robot performs the night audit in the PMS test environment. This allows using the test environment with bookings and transactions emulating the real life cycle of a hotel.

Remote update of room status
When a support ticket requires the room status to change (Out of Order, Out of Service, Housekeeping status, etc.), this robot triggers itself and update the room status in the PMS.

Processing no shows
This robot processes all no shows automatically in the PMS at a certain time and in accordance to the hotel and rate plan policies.

Invoice routing
This robot reads incoming invoices that are not routed automatically by the procurement system. Based on the reading of the invoice and based on the list of valid entities, it then books the invoice on the correct entity for further processing.

Data-related robots

Extract isolated room data
This robot looks up any rooms unavailable for sale –– Out of Order and Out of Service –– rooms in the PMS. It pulls out relevant information, such as date and reason, and uploads the information into the data warehouse.

Upload STR data
This robot collects PMS data on hotels and upload it to STR.

Upload RMS data for BI
This robot exports information from the Revenue Management system and and uploads the relevant data into the data warehouse (Azure).

F&B Snapshot
This robot gets information and data from the PMS and the POS and generate a F&B snapshot. It allows (for example) cross referencing of occupancy and cover count.

Other Robots

Update source
This robot updates missing booking source/subsource on newly made reservations. The new sources are chosen against a pre-defined mapping table and other criteria.

Update user rights
This governance robot retrieves the current employee lists, with job titles and roles across multiple properties. Using this information it regularly updates the user rights in the PMS, the ticketing system, the POS and other systems to ensure there are no discrepancies between roles assigned and roles required.

HVAC check
This robot monitors the HVAC status of all rooms in different properties. All potential issues are reported via the maintenance ticketing system.

Room status check
This robot is triggered on-demand or after every check-out. It lists the various status systems installed in the guest room and determine if the room is fit for sell. For example, if the TV is not responsive, the room is marked as OOO and a support ticket is opened.

We are (h)aphy
to help.

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