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travel  
market**   
5-8 November 2012  
ExCeL London

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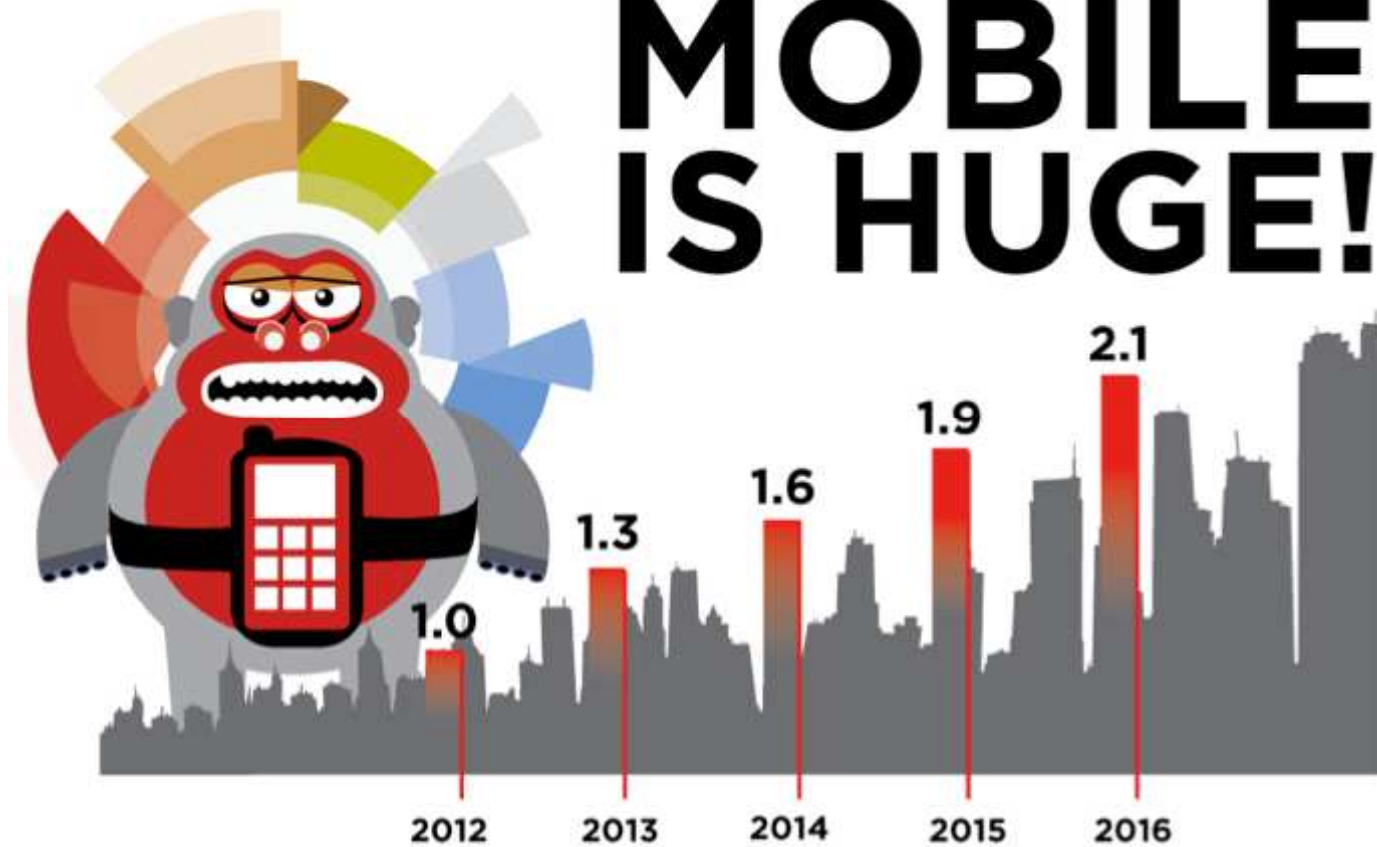
**Personalized  
mCommerce...Intersection of  
Mobile Communications &  
A Data Driven Approach**

November 6<sup>th</sup>, 2012



Every Statistic Points In The Same Direction

# MOBILE IS HUGE!



**Active Mobile App Users Worldwide, 2012-2016 (billions)**

Source: Yankee Group, "Mobile Apps and Cloud Forecast," April 2012 as cited in company blog, May 9, 2012

# Examples of Mobile Usage in Travel



**Mobile Websites**



**Traveler notifications**



**Check flight status**



**Bar-code  
check-in flight**



**Supply Flash sales**



**Reservations**



**Destination guide**



**Destination  
recommendations  
dining/entertainment**



**Hotel room access**



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# Moving Towards the Next Level of Mobile Maturity...



# Levels of Mobile Maturation

Level 1

Behind the Curve

Little or no Mobile Presence

Level 2

Extension of existing web presence

*Mobilizing* Transaction Screens

Level 3

Customized Mobile Apps with native features

Level 4

**Personalized Mobile Commerce**

Creating Data Driven interactions at the point of consumption



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## Definitions

### **Personalized Mobile Commerce:**

aka: 1 to 1 Marketing – Offers, Recommendations, Communications determined and delivered *real-time* for a specific traveler, based on variables and derived statistics relative to the unique traveler and their trip.

### **Data Driven Approach:**

Using transactional data to understand traveler preferences and to create relevant and targeted offers and communications. This requires sophisticated mathematics, predictive analytics, statistics, as well as “state-of-the-art” engineering.



# Data Driven, A New Lexicon

Business Intelligence

**Personalization**

Data Mining

Operations Research

Profiles

**Predictive Modeling**

**Mathematics**

Probability Theory

Experimentation

Management Science

**Statistics**

Artificial Intelligence

**Optimization**

Game Theory

**Machine Learning**

Mathematical Programming

**Economics**

Stochastic Programming

Customer Behavior

Simulation

**Big Data**

**Decision Science**

Dynamic Programming

**Computer Science**



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# The Objective of a Data Driven Approach

Making the *right product/service* offer..

at the *right price*..

at the *right time*...



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# The Objective of a Data Driven Approach

Making the *right product/service* offer..

at the *right price*..

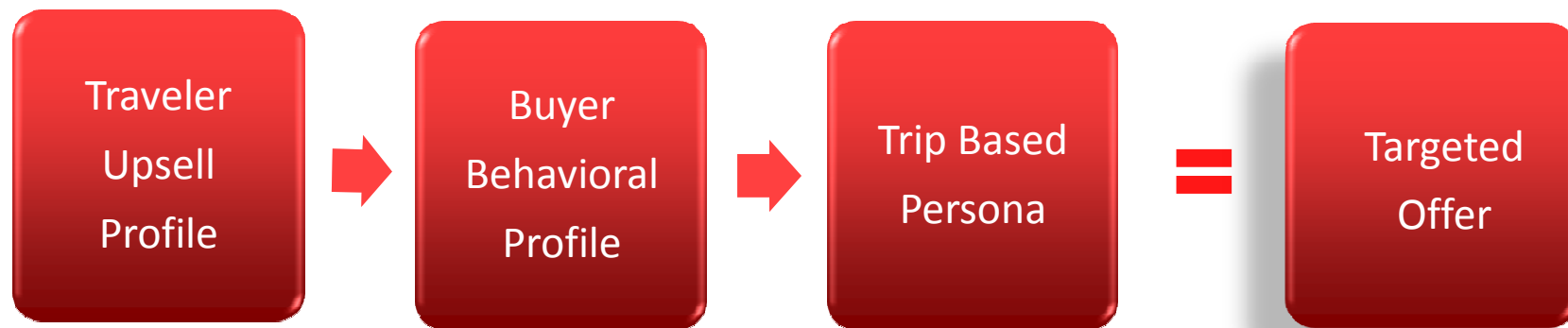
at the *right time*...

*By combining mobile technology with a  
Data Driven approach.*



# Personas: Understanding Travelers Throughout Their Trip

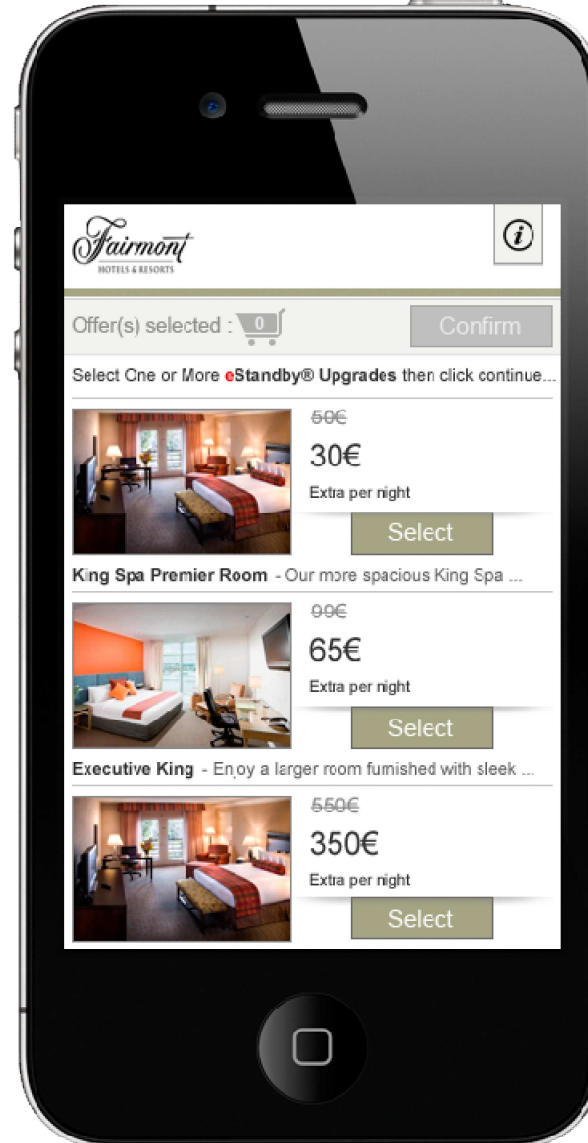
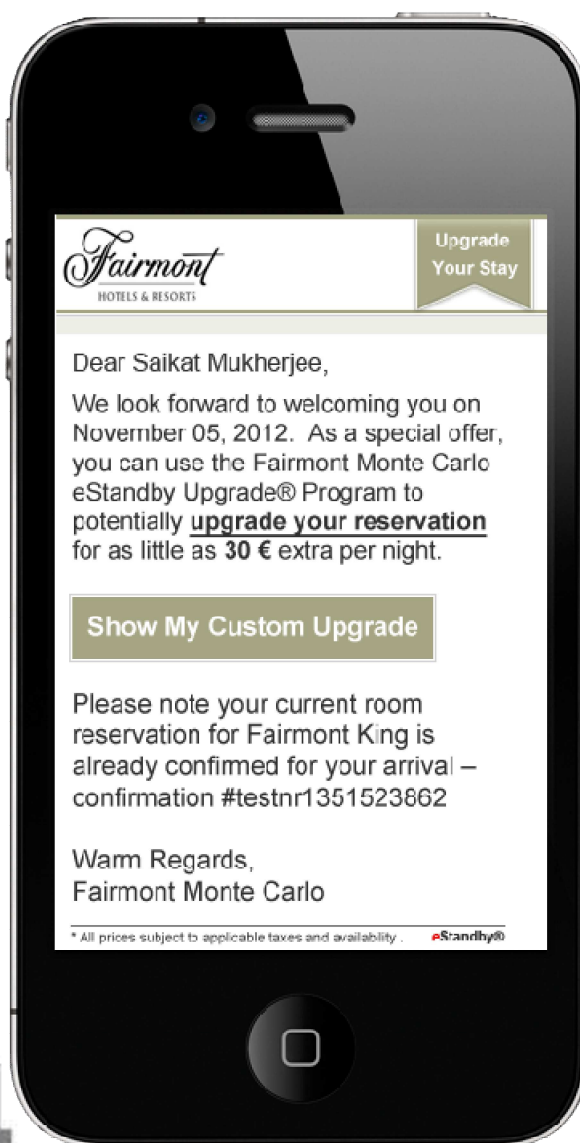
*Personas: Allowing Offers and Offer sets that recognize motivation for travel, inventory dynamics*



**PRIME**  
DECISION INTELLIGENCE TECHNOLOGY

- Predictive modeling engine trained on millions of historical transactions
- Makes real-time decisions on product, pricing, and display rank
- Understands consumer's willingness to pay and can steer demand on behalf of supplier

# An Example from Nor1



# Nor1 is the *Technology Leader in Upsell Solutions*



Providing an End to End Upsell Platform

# Nor1 - 65+ Million Upsell Transactions (~2M/Month)

Nor1 is currently generating revenue for international mega-chains, regional hotel groups and independent hotels and resorts of all sizes. Our growing footprint spans six continents, 70+ countries, 500+ cities and 30+ currencies.



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## Our Investors



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## Our Technology Partners



# Thank You

**Jason Bryant**  
**Co-founder and President**  
+1 (408) 416-7666  
[jason.bryant@nor1.com](mailto:jason.bryant@nor1.com)  
website: [www.nor1.com](http://www.nor1.com)

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Patent 7,249,062 B2 and other patents pending.



# 3 Levels of Analytics for Decision Making

Business Intelligence

Personalization

Data Mining

Operational

**1. Traditional Business Intelligence**

Modeling

Math

Representation

**2. Predictive Business Intelligence**

Business Intelligence

Optimization

**3. Real-Time Decision Intelligence**

Learning

Mathematical Programming

Simulation

Simulation

Big Data

Decision Science

Dynamic Programming

Computer Science



# Analytics...Understanding What Travelers Want

## Profiles & Personas

### Nor1 Guest Profile

Descriptive  
Backward-Looking  
Hotel-Nonspecific  
Trip-Nonspecific

### Nor1 Trip Persona

Predictive  
Forward-Looking  
Hotel-Specific  
Trip-Specific

The guest's **Profile** is defined independent of any specific reservation, while the guest's **Trip Persona** is defined only for a particular reservation.

