

.smrtn AI SOURCING + ENABLEMENT

Vetted AI Sourcing for Hospitality

THE SITUATION

Three properties are already trialling something a vendor sold them directly, and head office found out afterwards. Each trial is defensible on its own and none can be compared to another, so the group is spending in five directions at once with no way to tell which to back.

THE SOLUTION

SMRTN captures the group's priorities across revenue management, guest experience and back-of-house operations, matches them with venture-backed, post-revenue startups, and gives every property the same watchlist. Decision-makers meet the best fits together, and implementation help follows when you buy.

01 HOW SMRTN WORKS

01

Capture your stack, AI priorities and vendor requirements at intake

02

Match them to pre-vetted startups, and meet the ones you choose

03

Deploy the chosen solution with ROI defined up front

02 WHY IT MATTERS

- One vetted shortlist across properties
- Every property on the same watchlist
- Matched to revenue, guest and ops priorities
- Implementation with ROI defined up front

> *SMRTN gives the group one vetted shortlist and one watchlist across properties.*

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.	◔	◑	●	◔	◕
ROI guarantee Who carries the risk if it underperforms.	○	◔	◔	○	●
On-the-ground integration Whether it fits your stack, data and workflow.	◕	◑	◔	◔	●
Gets smarter with use Whether run 50 beats run 1.	◔	◔	◔	○	●
Tells you where to start Scored opportunities, not a debate.	◔	◔	◑	◑	●
Change management Roles, trust and adoption designed in.	◑	○	◔	◑	●
You own it outright Code, prompts and data in your accounts.	●	●	○	◔	●

04 HOSPITALITY — THE OPPORTUNITY IN NUMBERS

15%
target lift in revenue per available room or seat

5
highest-value AI use cases mapped per property

3× [1]
target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3× ROI on the build fee by day 90, or we keep working at no charge

Explore this for Hospitality.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

awsmlabs.ai/industries/hospitality