

PROCESS FOR SYNXIS RETAILING ONBOARDING

WHAT IS SYNXIS RETAILING?

The SynXis Retailing Recommendation Engine uses machine learning to make targeted offers based on predictive analytics. This increases booking conversions by suggesting relevant ancillaries, leading to higher guest satisfaction and revenue as well as providing a competitive edge for hoteliers.

Note: Once SynXis Retailing is enabled, the hotel will not be able to use the Dynamic Packages functionality at the same time. It is also not possible for hotels to revert to Dynamic Packages once the Retail Studio is implemented; Retail Studio is a permanent solution.

PRICING

RETAILING	PRICING
Subscription Fee:	\$100 Per Property Per Month
Revenue Share Fees:	
Policies	12.0%
Customer Owned* Services and Experiences	12.0%
Third-Party* Owned Services and Experiences	3.0%
Goods	4.0%

- a. "Policies" means hotel policies and practices, such as late check-out and early check-in
- b. "Customer Owned Services and Experiences" means services that a property may provide, such as massages, shows, or tours
- c. "Third Party Owned Services and Experiences" means services that a third party may provide, such as massages, shows, or tours. Sabre Hospitality Solutions reserves the right to audit the Third-Party designation for each Service and Experience listed; and Customer agrees to correct any designation that is not accurate. Should Services and Experiences be designated as Third Party Owned when they are actually Customer Owned, SHS may charge Customer the difference, if applicable

PROCESS FOR SYNXIS RETAILING ONBOARDING (CONTINUED)

PRICING (CONTINUED)

d. "Goods" means tangible goods, such as souvenir mugs, clothing, towels, and bathrobes

Note: As this is a referral agreement with Sabre Hospitality Solutions, there is no need for any schedules or agreements between Preferred Travel Group and the hotel.

CONTACTS

Sabre Hospitality Solutions

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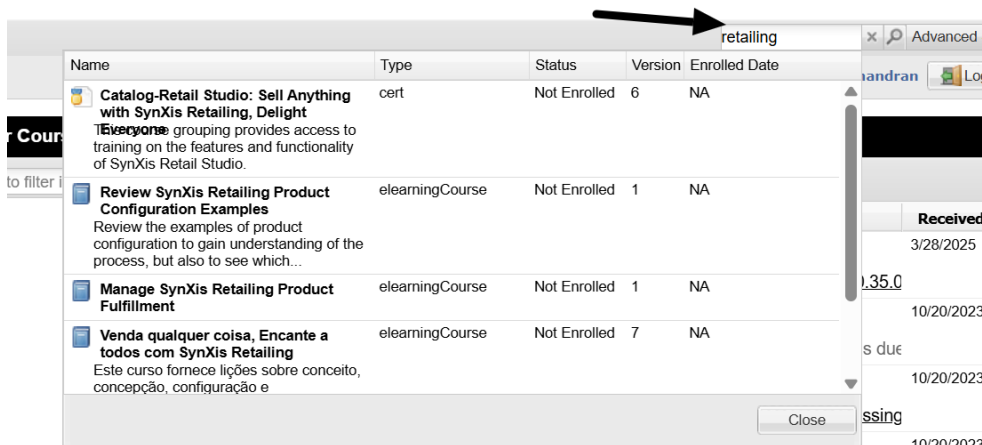
Noelia Costa will lead the SynXis Retailing implementation team responsible for onboarding new SynXis Retailing hotels and resorts. An expedited onboarding process has been developed to enable hotels to go live with minimum resources, with SHS doing most of the work under the Referral model.

Preferred Hotels & Resorts





PROS Team: pros@preferredhotels.com

SHU TRAINING

Training links on SHU



The screenshot shows a web-based training catalog. A black arrow points to the 'retailing' filter in the top right corner. The main table lists four courses, all with a status of 'Not Enrolled'. To the right of the table, a sidebar shows a 'Received' date of 3/28/2025 and a 'Due' date of 10/20/2023. A 'Close' button is visible at the bottom right of the table area.

Name	Type	Status	Version	Enrolled Date
 Catalog-Retail Studio: Sell Anything with SynXis Retailing, Delight Everyone grouping provides access to training on the features and functionality of SynXis Retail Studio.	cert	Not Enrolled	6	NA
 Review SynXis Retailing Product Configuration Examples Review the examples of product configuration to gain understanding of the process, but also to see which...	elearningCourse	Not Enrolled	1	NA
 Manage SynXis Retailing Product Fulfillment	elearningCourse	Not Enrolled	1	NA
 Venda qualquer coisa, Encante a todos com SynXis Retailing Este curso fornece lições sobre conceito, concepção, configuração e	elearningCourse	Not Enrolled	7	NA

PROCESS FOR SYNXIS RETAILING ONBOARDING (CONTINUED)

IMPLEMENTATION STEPS

Step 1: Hotel Sign-Up

- After discussions with the hotel, Preferred Hotels & Resorts refers the hotel to Sabre Hospitality Solutions.
- The hotel connects with the SHS team to complete the sign-up process.

Step 2: Initial Setup and Support

- SHS provides support, building up to 12 common offers on the hotel's behalf.
- This enables the customer to start selling through SynXis Retailing and generating additional revenue without delays.

Step 3: Product Selection

- Once the SHS Retailing implementation team receives the request, two emails are sent:
 - A welcome email to the hotel contact, including the product gathering form and an attached PPT with examples of each offering
 - Dynamic Packages will not be available on BE once SynXis Retailing goes live for the hotel.
 - *Note: Currently, Retail Studio will not be offered on the PHBE, but it will be added at a future date.*
- The hotel will complete the SynXis Retailing Product Selection and Input Form for the product they would like to build.
- The form will help SHS team build the offerings based on the hotel's requirements.
- There is no minimum number of offers required for the customer to go live. It is recommended that hotels aim for 5 or more products to be set up in SynXis Retailing before going live to ensure hotels can quickly experience revenue growth and benefits.

Step 4: Initial Submissions and Coordination

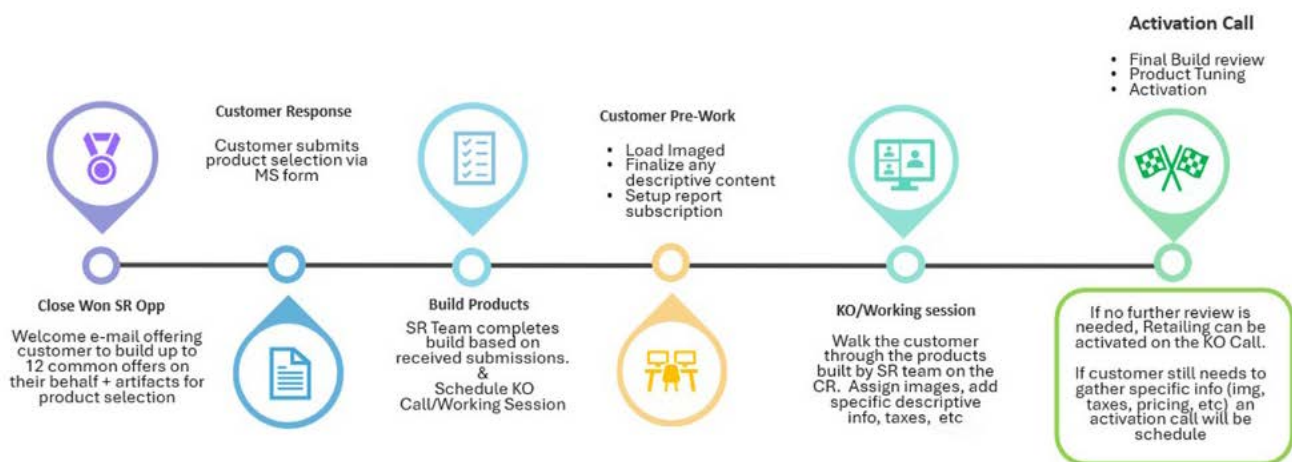
- After receiving the initial submissions via MS form, the SHS team builds the first offers.
- The SHS team will inform the property of any missing information or additional recommendations.
- Once the information is provided, a kick-off call will be scheduled with the hotel to finalize the offers and schedule activations. *Note: The kick-off call can potentially be the activation call as well, if all the information has been provided. During the call, all offers will be reviewed and, if the hotel agrees, SHS will set it live.*
- The expected timeline to get new hotels up and running is two weeks from the receipt of completed/ approved input forms.

PROCESS FOR SYNXIS RETAILING ONBOARDING (CONTINUED)

IMPLEMENTATION STEPS (CONTINUED)

Step 5: Finalization and Go-Live

- On the kick-off/activation call, the SHS team will go through the products created for the hotel and confirm with the customer if they are happy with the build.
- If the hotel is ready, the SHS team will activate SynXis Retailing.
- *NOTE: Once a property is active, they will not be able to use Dynamic Packages.*



Key Documents Shared With Hotels by SHS During the Implementation Process:

- [SynXis Retailing Quick Start Guide](#)
- [Utilize Email Templates to Promote Your SynXis Retailing Offers](#)
- [Charge Guests for SynXis Retailing Products](#)
- [Train Your On-Property Team to Fulfill Retail Orders](#)
- [Utilize Reporting to Enable Fulfillment of SynXis Retailing Purchases](#)
- [Create an Effective SynXis Retailing SKU Structure for Your Hotel](#)
- [Sell SynXis Retailing Standalone Offers](#)