

# First ever Competitive Intelligence & Distribution Optimization platform for the Car Rental industry

## Car rental companies are facing these challenges

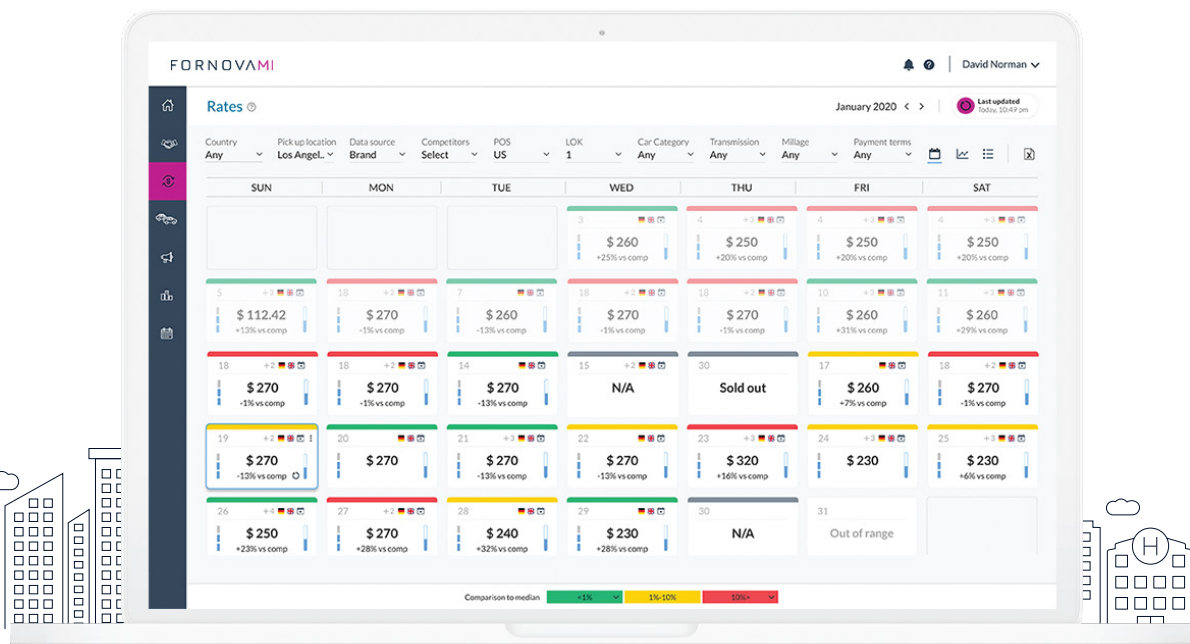
1. Over the last decade or two, the car rental industry has been steadily losing control over its distribution, a power shift not unlike the one that happened to the hotel industry.
2. In a landscape still dominated by the GDS legacy systems, OTAs have become the dominant distribution channel while other intermediaries such as online aggregators, brokers and travel agents have increased competition by offering price transparency.
3. Most car rental rate shoppers are only showing pricing based on questionable data and without providing context or strategic insights.

## Fornova has the solution

FornovaMI is a pioneering, comprehensive and flexible solution that combines real competitive intelligence and parity workflow management in one platform. It allows car rental companies to continuously monitor and benchmark their complete competition landscape. You can now see the exact rates your customers are seeing, whether they shop via the desktop, mobile web or a mobile app, and regardless of which country in the world they live.

## FornovaMI users are reporting these benefits

- Increased revenue and market share through a better understanding of the competitive landscape across all various channels, incl. Ctrip, AutoEurope and 3rd party rates from Rentalcars.com.
- Identifying cases of disparity and the reasons behind them, so they can take appropriate action.
- Making smarter revenue management decisions faster and having the ability to continuously evaluate their pricing strategy.
- Managing their digital distribution more effectively.
- Monitor and benchmark how each branch is performing, compared it to their global score, chain and region.



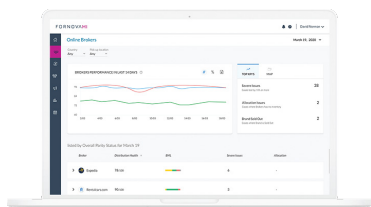
## Key Features

### Customizable POS Setting

- Define the geographically appropriate POS (Points of Sale) for each location based on its relevant market, so as to compare its rates to its correct comp set.

### Parity Dashboard

- Track all major broker channels.
- Monitor all feeder markets for each location across different channels (Mobile, Desktop).
- Comprehensive workflow to manage parity and broker performance.
- Do not miss important 3rd party rates – e.g. Rentalcars.com.

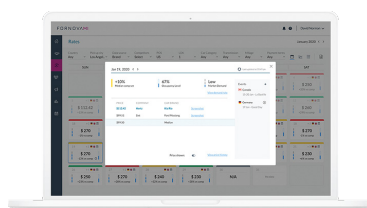


### RMS Integration

- Send data feeds to your Revenue Management System.
- Have a full picture of what's driving demand on any given date.

### Competitive Rates Analysis

- Pull rates from multiple channels (OTAs, brand.com, GDS).
- Analyze your competitors' rates 90/180 days ahead.
- Refresh the data on demand to check you have the most accurate intel.

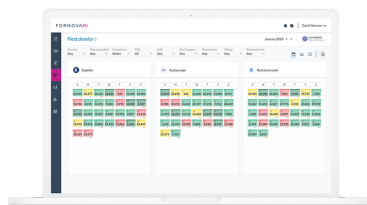


### Competitive Visibility

- Understand your users' ranking and trends as they appear on different sites (review score, number of reviewers, etc) and compare it with your comp set.

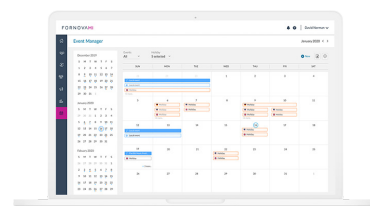
### Integrated Fleet Availability

- Simultaneously evaluate your competitor pricing and your own vehicle availability (by date, location and vehicle category).



### Event and Demand Calendar

- Access a consolidated events database and monitor local events and your relevant markets' holiday calendars.
- Get a full picture of what's driving demand on any given date.



### Alerts

- Receive an alert on anomalies and/or data that needs your attention/action.

### Enterprise-ready out of the box 24/7 CS team support



BI solutions market leader with the most comprehensive global data set in travel and hospitality



We are the preferred partner to over 20,000 hotels worldwide & the biggest global OTAs



We empower the industry to optimize distribution and maximize revenue



We track 100,000 hotel brand.com, OTA, metasearch & car rental websites every day, using patented technology



We monitor 1.25 Billion rates from over 70 different countries (Points of Sale) every month



Our patented AI rate data gathering technology simulates multi-platform (desktop, mobile) real user behavior