



CAPABILITIES FOR PARADERO • FOR THE MAY 22 BOARD

MAKE YOUR TEAM *SUPERHUMAN* WITHOUT BUILDING A SOFTWARE ORG FROM SCRATCH.

Forty tools that don't talk to each other isn't a tool problem. It's a data problem wearing a tool problem's clothes. We build the data layer underneath, reverse-feed it back to the systems that need it, and put a conversational surface on top so your team can ask the business questions instead of digging for answers.

CREDENTIALS

Anthropic Cloud
Partner Network ·
Snowflake Select
Partner

TEAM

~25 senior
practitioners, pod-
based delivery

ENGAGEMENT

Advisory · Fixed bid ·
T&M · Retainer
(combinable)

YOU DON'T HAVE A TOOL PROBLEM. YOU HAVE A DATA PROBLEM DRESSED UP AS ONE.

About 40 tools, none talking to each other, and no clean answer to “where does that data live.” That’s the situation today, with a roadmap to two, three, even five hotels ahead.

The instinct is to consolidate the stack and hope the rest sorts itself out. The actual unlock is to build the unified data layer underneath the tools, reverse-feed it back into the few systems that still earn their place, and put a conversational AI surface on top so the team can ask the business questions instead of digging through dashboards.

That’s the architectural move. It also happens to be the work we’ve been doing for years, well before AI made it fashionable.

BUILD IT FROM THE GROUND UP USING AI TOOLS, AND START WHERE THE REVENUE IS.

FOCUS 01

REVENUE MANAGEMENT

Pace, comp set, and demand signals into a single forecast you can interrogate in plain language. Recommendations write back to the rate management tool when you say so, not before.

FOCUS 02

SALES, GROUP & LEISURE

One pipeline view across travel-advisor, group, and corporate sources, with attribution into the marketing data layer. Every lead enters the unified guest profile from first touch, regardless of channel.

FOCUS 03

MARKETING & ATTRIBUTION

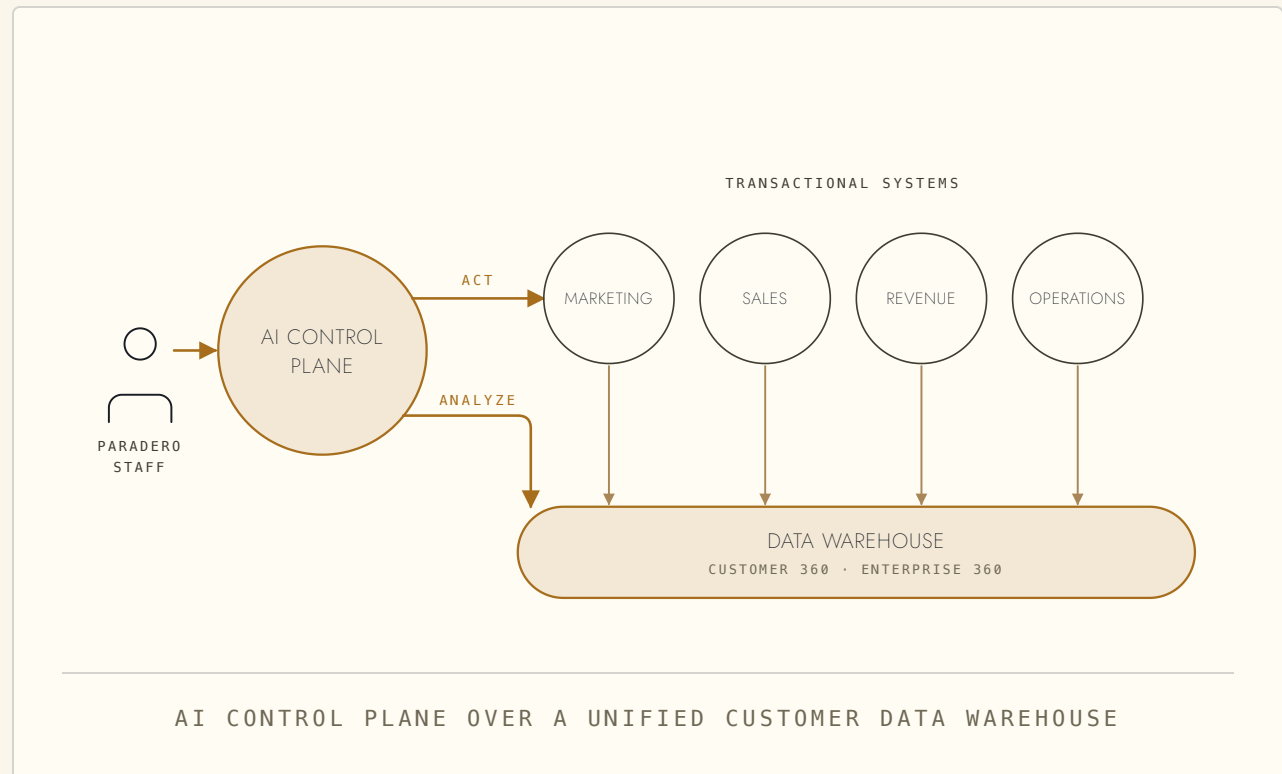
Server-side tagging into Meta and Google, channel ROI in one place, and a marketing data mart that earns the right to feed creative and bidding agents. Without clean attribution, AI optimization has nothing to learn from.

FOCUS 04

RESERVATIONS, B2C AND B2B

A guest profile that holds across direct, OTA, travel-advisor, and corporate channels. Voice and chat surfaces that check real-time availability, write preference tags, and hand off to a human with the context already written.

Service-recovery agents that route based on context, not keywords. Post-stay outreach that knows what the guest actually experienced. Complaint patterns that surface as data, not anecdote.



The architectural pattern underneath all five: a customer 360 data warehouse, reverse-ETL back into the operational systems that need it, a deliberately slimmer set of transactional tools, and a conversational AI surface that turns the data into recommendations and actions. Same pattern, applied to whichever back-office function moves the needle next.

BEFORE AI WAS A THING, WE BECAME EXPERTS IN DATA.

The market is full of new AI consultancies; very few of them earned their data foundations the right way.

PILLAR 01

DATA FOUNDATIONS, PRE-AI

Years of building modern data platforms, semantic layers, and embedded analytics for clients in regulated and complex domains. AI is the new lever; the data layer is the substrate that makes it work.

PILLAR 02

ANTHROPIC CLOUD PARTNER NETWORK

Formally trained team members. A growing portfolio of AI-first projects in production. Direct access to Anthropic's roadmap and engineering team where it matters.

PILLAR 03

AI-PERVASIVE DELIVERY

Every member of our team uses AI to build software and run business operations. We don't just sell AI capability, we run on it, internally, and it's how we get more value out of every hour we bill you.

PILLAR 04

BESPOKE BEATS SAAS WHERE IT SHOULD

It kills us to spend \$4,000 a year on a tool we know we could build in a weekend. Increasingly we don't, and we'll help you make the same call where it makes sense for your business.

WHAT “CONVERSATIONAL ANALYTICS ON OPERATIONAL DATA” ACTUALLY FEELS LIKE.

DEMO 01

CONVERSATIONAL ERP AGENT

ERP DATA + LIVE WEB SEARCH
· ANTHROPIC-GROUNDED

THE QUERY

“How is the Strait of Hormuz closure going to affect my operations in this part of the world?”

WHAT THE AGENT DOES

- ▲ Reads relevant context from the ERP, orders, inventory, supplier exposure, lead times
- ▲ Performs live web research on the disruption and its second-order effects
- ▲ Surfaces the inventory forecast changes and supply concerns the user actually needs to act on
- ▲ Asks for permission before writing recommendations back to the ERP, never silent automation

Translate this to hospitality: replace ERP with PMS + CRM + reservation engine, and the same pattern surfaces the right action across revenue, sales, marketing, and reservations. The shape of the agent doesn’t change. The data sources do.

FOUR MODELS. MIX THEM. DIAL UP AND DOWN AS THE WORK EVOLVES.

Most of our clients start with one model and end up using two or three across a year. That's by design.

MODE 01

STRATEGIC ADVISORY

Small monthly commitment

- ▲ Executive-level consultation on strategy, operations, and tech program
- ▲ Recommendations on tools, people, and process
- ▲ Arm's-length, with the senior team in the room

MODE 02

FIXED BID PROJECTS

Well-defined point solutions

- ▲ Crisp scope, crisp inputs, crisp outputs
- ▲ Greenfield builds and migrations with clear acceptance criteria
- ▲ Hard handoff with documentation and runbooks

MODE 03

TIME & MATERIALS

Discovery-heavy work

- ▲ For projects that are large or ambiguous enough to need to be discovered as we go
- ▲ Senior architects discovering the right answer with you
- ▲ Transparent burn, weekly checkpoints

MODE 04 · MOST POPULAR

RETAINER

Fixed monthly fee, flexible focus

- ▲ Quarter-time, half-time, full-time, or multi-resource pods
- ▲ Goals and timeline agreed up front; weekly direction can flex
- ▲ Predictable for both sides; the most popular model we run

Combinable. The common pattern is to start with Strategic Advisory, layer in Fixed Bid or Retainer when specific projects come into focus, then dial back to Advisory once execution is steady. The four models are levers, not lanes.

06 · RECOMMENDED PATH

STRATEGIC ADVISORY PLUS YOUR HIRE IN MEXICO CITY. FLEX FROM THERE.

Drawn from your stated preference in our 2026-05-08 conversation: limited budget, early stage, partnership over in-house build, and one local hire to do the heavy lifting under our coaching.

PHASE 01 · MONTHS 1–3

ADVISORY + LOCAL HIRE ONBOARDING

Strategic Advisory retainer

- ▲ Stack audit and consolidation roadmap (40 → fewer)
- ▲ Customer 360 data layer architecture, sequenced for the priority back-office focus
- ▲ Coaching cadence with the Mexico City hire, weekly working sessions, async review
- ▲ First conversational agent in pilot, scoped to revenue management or reservations

PHASE 02 · MONTHS 4–9

ADD RETAINER OR FIXED BID WHERE IT EARNS ITS PLACE

Combined model

- ▲ Production data warehouse + reverse ETL into the surviving operational tools
- ▲ Conversational analytics rolled out to revenue, sales, marketing, reservations, and customer service
- ▲ Bespoke tooling where the SaaS tax is no longer worth it
- ▲ Property 2 architecture review when the second hotel firms up

THREE ENGAGEMENTS THAT SHOW HOW THIS PATTERN TRAVELS.

Different industries, same architectural shape. Hospitality is an industry; the data-foundations + conversational-AI play is universal.

HEALTHCARE · ENTERPRISE

[TELEHEALTH SAAS PROVIDER]

Pulse, the unified, governed, AI-ready data platform for the largest virtual care company in the US. Snowflake + dbt + Cube semantic layer, SOX/HIPAA-grade.

HEALTHCARE · CUSTOMER-FACING AI

[HEALTHCARE SAAS PROVIDER]

A generative AI provider search experience embedded in [HEALTHCARE SAAS PROVIDER] Connect for Payers. Patients describe symptoms in plain language, get ranked relevant providers.

SAAS · MULTI- TENANT ANALYTICS

[ERP SAAS PROVIDER]

Multi-tenant React portal over Snowflake + dbt + Omni-embedded analytics, with conversational AI as a first-class interaction model. ~400 mid-market manufacturers downstream.

NEXT STEP

A PRE-BOARD WORKING SESSION BEFORE MAY 22.

We'll bring a draft proposal, the stack consolidation reading, and an opinionated take on where conversational analytics shows up first in your back office. You bring the room. We refine before the board.

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