



PROPOSAL • MAY 2026

PROPOSAL FOR *PARADERO HOTELS*

Strategic data and AI advisory, with a path to build.

ADVISORY PARTNERSHIP	BUILD ENGAGEMENTS	APPROACH
\$8,500 / month	Scoped per project	Ongoing partnership, build alongside



01 • THE OPPORTUNITY

The next 90 days set five years of cost and capability.

In a partnership with Astrodata, Paradero's 2026 technology strategy gets the architecture right. Data readiness is critical to the success of any AI model, and the unified guest profile is the foundation. Commercial execution (B2C and B2B) is the highest business priority, and every agent in the 2026 to 2028+ roadmap depends on a governed, scalable, comprehensive data layer.

Astrodata has already shipped the same architecture in production, can compress the timeline from “directionally right” to “in market,” and can stay long enough to make sure the build matches the vision.



02 • WHY ASTRODATA

The patterns Paradero is going to need, already in production elsewhere.



A unified analytics platform powering agentic and conversational workloads at the largest virtual care provider in the United States.



An agentic search experience that lets 150 million health plan members find providers by asking questions in natural language, and powers appointment scheduling.



An agent that lets business process managers explore ERP data, enrich it with external context, and take action on forecasts and recommendations.

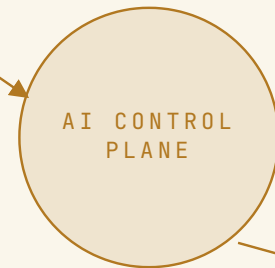
30-person data + AI consultancy. Senior-to-principal team. Active partnerships with Snowflake, Omni Analytics, and Anthropic.



03 • CONCEPTUAL ARCHITECTURE

A unified data layer with an AI control plane on top.

PARADERO STAFF



ACT

MARKETING

SALES

REVENUE

OPERATIONS

ANALYZE

TRANSACTIONAL SYSTEMS

DATA WAREHOUSE

CUSTOMER 360 • ENTERPRISE 360

AI CONTROL PLANE OVER A UNIFIED CUSTOMER DATA WAREHOUSE



An ongoing advisory partnership alongside a flexible build capability.

ADVISORY PARTNERSHIP • THE CONSTANT

ONGOING STRATEGIC ADVISORY

\$8,500 / MONTH • 30 DAYS NOTICE

- **AI & agent roadmap.** Sequenced, gated on data readiness.
- **Architecture guidance.** Warehouse, ingestion, reverse ETL, agent runtime. TCO modeled across three years.
- **Unified guest profile.** Semantic model for guest_uuid, written specification, maintained as the business evolves.
- **Commercial scoreboard.** Metrics framework that says whether the platform is paying for itself.

BUILD ENGAGEMENTS

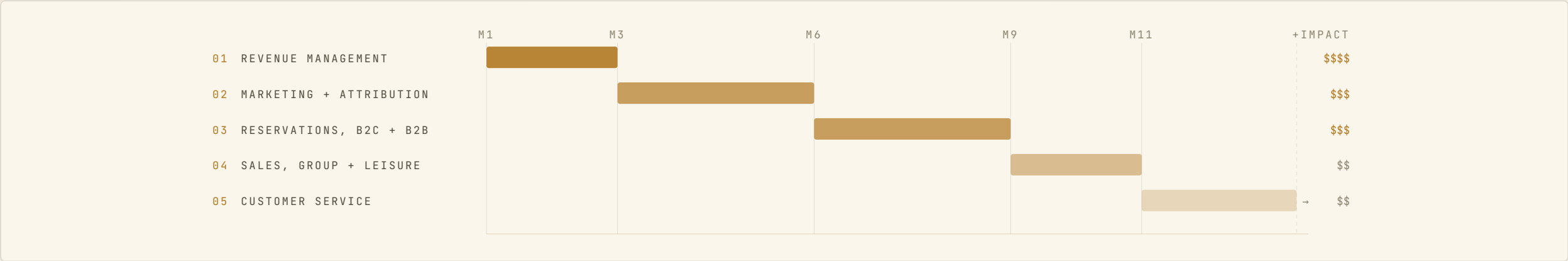
SCOPED AND CONTRACTED AS THE BUSINESS IS READY

SCOPED PER ENGAGEMENT

- **Foundation.** Warehouse and ingestion layer stood up, guest_uuid resolution, dashboard the Revenue Manager opens daily.
- **Revenue intelligence.** LTV, segments, and tags pushed back into Duetto, dailypoint, WhatsApp. Revenue Agent in human-in-loop.
- **Guest-facing agents.** Pre-Arrival, WhatsApp co-pilot, Voice Reservations.
- **B2B and autonomous operations.** Expansion as patterns prove out.

Year 1, sequenced by impact.

Each phase unlocks the next. Revenue management comes first because it has the most direct top-line lever and the clearest feedback loop. Data infrastructure laid in each phase carries forward into the one that follows.



PHASE 01 • M1-3

REVENUE MANAGEMENT

Augment Duetto with signals it doesn't ingest. Recommendations first, write-back as trust is earned.

PHASE 02 • M3-6

MARKETING AND ATTRIBUTION

Server-side tagging and warehouse-based attribution. Media-mix modeling. A/B Testing. Foundation for any later spend optimization agent.

PHASE 02 • M6-9

RESERVATIONS, B2C AND B2B

Unified guest profile across PMS, CRS, and loyalty. Prerequisite for personalization and direct booking optimization downstream.

PHASE 03 • M9-11

SALES, GROUP AND LEISURE

Pipeline visibility and TA/corporate attribution. Emphasis on measurement due to longer sales cycles.

PHASE 04 • M11+

CUSTOMER SERVICE

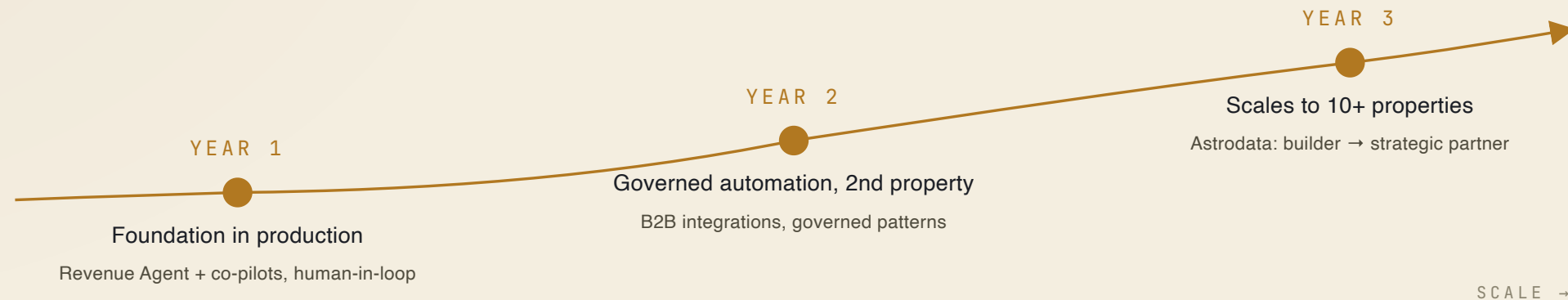
Retention and recovery. Important for NPS, secondary to top-line in early phases.



06 • THE PROPOSED ROADMAP

The medium term, 1 to 3 years.

By year three, Paradero has the architecture to absorb 10+ properties without re-platforming.



- **Year 1.** Foundation, Revenue Agent, and guest-facing co-pilots in human-in-loop. Scoreboard live with baselines and lift.
- **Year 2.** Governed automation for proven patterns. B2B integrations (TA module, group scoring, homes pipeline). Second property onboarded without re-architecting the data layer.
- **Year 3.** The platform scales from one property to ten or more on the same architecture. Astrodata's role shifts from builder to strategic partner.



Revenue management and marketing attribution.

FOCUS AREA 01

REVENUE MANAGEMENT

KPIS • DIRECT BOOKING LIFT • REVPAR UPLIFT • PACE VS. CONTROL

Augment Duetto with signals it doesn't ingest. Recommendations first, write-back as trust is earned.

- **RevPAR uplift:** [3 to 7%] vs. control weeks
- **Direct booking share:** +[2 to 5] percentage points

FOCUS AREA 02

MARKETING AND ATTRIBUTION

KPIS • ROAS • CPA BY CHANNEL • ADVISOR-ATTRIBUTED REVENUE

Server-side tagging and warehouse-based attribution. Media-mix modeling. A/B testing. Foundation for any later spend optimization agent.

- **ROAS:** +[10 to 25%] from better targeting
- **CPA:** down [10 to 20%] on top channels
- **Advisor-attributed revenue:** measurable for the first time



Reservations and sales pipeline.

FOCUS AREA 03

RESERVATIONS, B2C AND B2B

KPIS • DIRECT BOOKING SHARE • BOOKING CONVERSION • GUEST PROFILE MATCH RATE

Unified guest profile across PMS, CRS, and loyalty. Prerequisite for personalization and direct booking optimization downstream.

- **Direct booking share:** +[2 to 5] percentage points
- **Booking conversion:** +[5 to 10%] from profile-driven personalization
- **Guest profile match rate:** [75 to 90%] of stays to a resolved guest_uuid

FOCUS AREA 04

SALES, GROUP AND LEISURE

KPIS • GROUP PIPELINE VISIBILITY • TA ATTRIBUTION

Pipeline visibility and TA/corporate attribution. Emphasis on measurement due to longer sales cycles.

- **Group pipeline:** full funnel visible vs. point-in-time snapshots
- **TA/corporate attribution:** measurable for the first time



Customer service and guest lifetime value.

FOCUS AREA 05

CUSTOMER SERVICE

KPIS • NPS • WHATSAPP RESPONSE TIME • CASE RESOLUTION TIME •
REPEAT BOOKING RATE

Retention and recovery. Important for NPS, secondary to top-line in early phases.

- **NPS:** +[3 to 8] points from personalized recovery and proactive outreach
- **WhatsApp first reply:** hours to under a minute
- **Repeat booking rate:** +[1 to 3] percentage points

FOCUS AREA 06

GUEST LOYALTY AND LIFETIME VALUE

KPIS • LTV BY SEGMENT • LOYALTY ENROLLMENT • REVENUE PER
RETURNING GUEST

Customer service data feeds the guest profile. Returning guests are better understood, better served, and more likely to book direct.

- **LTV by segment:** measurable for the first time
- **Loyalty enrollment:** tracked and attributed across channels
- **Revenue per returning guest:** vs. new acquisition baseline



08 • WHY ADVISE FIRST

Three reasons.

REASON 01

THE 90-DAY WINDOW

The technology decisions Paradero makes in the next 90 days will set five years of cost and capability. Better to invest in getting them right than to undo them.

REASON 02

BETTER-DEFINED BUILDS

Advisory makes every subsequent build engagement cleaner, with clear goals and acceptance criteria. De-risks both sides.

REASON 03

AI QUALITY FOLLOWS DATA

AI deployed on a half-baked foundation is convincing 90% of the time and catastrophic in the 10%. Getting the data right first makes the agents trustworthy.



What happens next.

- **Week 1.** Countersign engagement letter. Schedule recurring weekly working session. Identify the operational owners on the Paradero side.
- **Weeks 2 to 4.** System access, baseline metric capture, vendor evaluation kickoff for the warehouse layer.
- **Weeks 5 to 10.** Architecture recommendation delivered. Guest profile data model first draft. Agent roadmap sequenced and gated. Foundation project scoped.
- **Week 10+.** Foundation build engagement begins (if approved). Advisory continues alongside.

The advisory partnership starts immediately on countersign. Build engagements are scoped and contracted separately, on the cadence Paradero is ready for.



10 • ENGAGEMENT ECONOMICS

A pricing framework, not a price tag.

Four models, combinable. Most clients start in one and end up using two or three across a year. For Paradero, we anticipate starting with Strategic Advisory and layering in Project or Retainer work as build engagements come into focus.

MODEL 01 • MOST POPULAR

STRATEGIC ADVISORY

\$8,500/MO • 30D NOTICE

Architecture, vendor selection, data modeling, agent roadmap. Weekly working sessions.

MODEL 02

FIXED BID PROJECTS

WELL-SCOPED POINT SOLUTIONS

Greenfield builds, migrations, integrations. Indicative ranges next slide.

MODEL 03

TIME AND MATERIALS

DISCOVERY-HEAVY WORK

Principal architect \$275/hr
Senior engineer \$250/hr
Offshore engineers \$100/hr

MODEL 04

RETAINER PODS

FIXED MONTHLY, FLEX FOCUS

Quarter-, half-, or full-time staff.
\$10,000–\$40,000 per member, monthly depending on composition.



Build project sizing, indicative ranges.

SMALL

\$10,000 TO \$25,000

2 TO 4 WEEKS

Discovery, architecture audits, vendor evaluations, data model design, ROI scoping sprints.

MEDIUM

\$50,000 TO \$100,000

6 TO 12 WEEKS

Data foundation build, semantic layer, one agent shipped in human-in-loop with measurable lift against control.

LARGE

\$100,000 TO \$250,000

3 TO 6 MONTHS

Multi-agent revenue intelligence platform with reverse ETL, governed automation, and the commercial scoreboard live.

How we set these ranges. Drawn from what comparable clients have paid for similar work in the last 18 months. Project brackets calibrated against actual engagement scope, not market rate cards.



ASTRODATA × PARADERO • MAY 2026

LET'S BUILD IT *RIGHT*.

Measure twice. Cut once. Repeat.

Architecture that scales from one property to ten. Agents that earn trust before they earn autonomy.
A scoreboard that says, every quarter, whether the platform is paying for itself.

ASTRODATA.US