



Central Data Management

Presse Contact:

Nadja Weindl

Mail: nadja.weindl@dailypoint.net

Phone: +49 89 189 35 69 - 12

Toedt, Dr. Selk & Coll. GmbH

Augustenstr. 79

80333 Munich, Germany

Phone: +49 89 189 35 69 - 0

Fax: +49 89 189 35 69 - 19

PRESS RELEASE

ACCOR increases its stake in dailypoint™

Munich-based Toedt, Dr. Selk & Coll. GmbH (TSC) with its dailypoint™ Data Management platform, is intensifying its cooperation with ACCOR to revolutionize Guest Experience in the Hospitality Industry

Munich / Paris, September 18th, 2023 – the Munich-based Toedt, Dr. Selk & Coll. GmbH (TSC) with its dailypoint™ Data Management platform, is intensifying its cooperation with Accor, a world leading augmented hospitality group with the shared objective of propelling the data management platform dailypoint to new heights.

The three founding shareholders of TSC have divested additional shares to Accor, solidifying a groundbreaking alliance while retaining a controlling majority stake of 63%.

At the heart of this development is the seamless integration between the dailypoint platform, renowned for its exceptional cross-system guest profiling capabilities, and D-EDGE's cutting-edge CRS (Central Reservation System) technology. Over a meticulous 3.5-year development period, these two worlds, CRS and CRM, have been intricately merged, resulting in an unparalleled level of guest personalisation and service.

The convergence of CRS and CRM has reached new heights, empowering customers of the D-EDGE Guest Management Solution to effortlessly manage guest profiles across all channels and deliver highly personalized services.

dailypoint's Central Guest Profile, driven by artificial intelligence and real-time data cleansing from multiple sources, has become the cornerstone of modern IT strategy in the industry. Moreover, the collaboration includes a deep integration with dailypoint's loyalty solution, offering a powerful platform for individual hotels and chains to run one or more programs simultaneously, such as B2C, B2B, or HR programs.

“Particularly unique is the out-of-the-box integration between loyalty and the booking process. Member rates, voucher codes, redemption of points, and seamless integration with D-EDGE CRO (Reservation Office) are all part of the combined solution, providing an all-encompassing guest experience like never before.” stated Dr. Michael Toedt, Managing Partner and co-founder of TSC.

"With dailypoint, we place our trust in a company that consistently sets industry standards and embraces cutting-edge technology," asserted Pierre-Charles Grob, CEO of D-EDGE speaking about the transformative partnership.

The management emphasizes that Toedt, Dr. Selk & Coll. GmbH will remain completely independent despite the investment and this is not a multi-stage acquisition.

About dailypoint™ - Software made by Toedt, Dr. Selk & Coll. GmbH

dailypoint™ is the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups. dailypoint™ collects data from all relevant sources such as PMS, POS, website, newsletter or WiFi and automatically creates a central and consolidated guest profile. In 350 steps, the data is processed and enriched by means of artificial intelligence (AI) to create a guest profile never seen before.

The cloud-based SAAS solution consists of 16 modules and is complemented by the dailypoint™ Marketplace with more than 180 solution partners. dailypoint™ not only offers measurable marketing, but also covers the entire customer journey and thus supports all departments within a hotel. The integrated Privacy Dashboard is also the central element for the technical implementation of the GDPR.

dailypoint™ is headquartered in Munich, Germany and is sold and supported worldwide directly or through its distribution partners D-EDGE and XN Protel.

Further information: www.dailypoint.com