



RYAN HAYNES
MARKETING COMMUNICATIONS

PORTFOLIO

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CONTENT HOUSE

Whitepapers/
eBooks

Blogs & Articles

NEW ERA OF DISTRIBUTION

Hotel distribution has moved from the Global Distribution System (GDS) and negotiating contracts with corporate, agents and tour operators, to the ever-growing list of Online Travel Agents. The market will be disrupted as new channels offer market access through metasearch and social media.

With channel diversification and a more segmented traveller market than ever before, hotel distribution requires the management of huge quantities of data - while implementing real-time automated processes to respond to changes in the market.

TRAVEL AGENCY The #1 online travel agency

Let us show you the world!



71%

of online distribution for independent hotels is generated by online travel agencies in 2019¹



41%

of the hotel establishment increase their pool of distribution channels²



30-40%

increase in metasearch traffic in 2019³



72.5%

of travellers use metasearch registration⁴

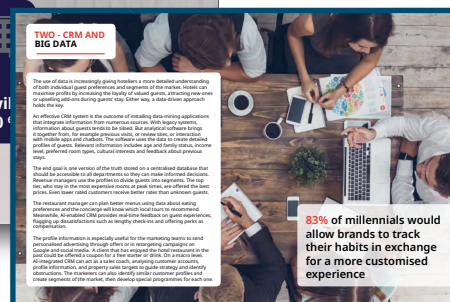


62%

of adults choosing, recommending or paying more for a brand that provides a personalised service⁵



9 in 10 hoteliers believe guests will expect stays to be personalised by 2020⁶



¹ <https://www.d-edge.com/how-online-hotel-distribution-is-changing-in-europe/>
² <https://rategain.com/blog/7-trends-hotel-distribution/>
³ <https://kodd.com/metasearch-in-2018-infographic/>
⁴ <https://mccorconsultinggroup.com/how-google-is-dominating-metasearch-for-hotels/>
⁵ Customer Experience In Hospitality: Embrace Customer Data And Elevate The Guest Experience, Forrester, November 2019
⁶ www.revinate.com/blog/infographic-personalization-struggle-hotel-marketing/



PR & MEDIA HUB

Media Relations
Industry Engagement



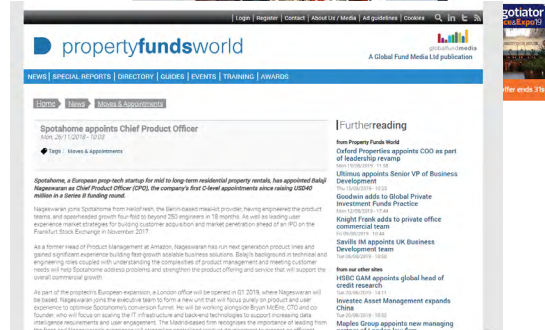
Spanish start-up Spotahome moves headquarters to London

March 11, 2018

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Latest News

Call for inquiry as Ferguson Marine to go into administration



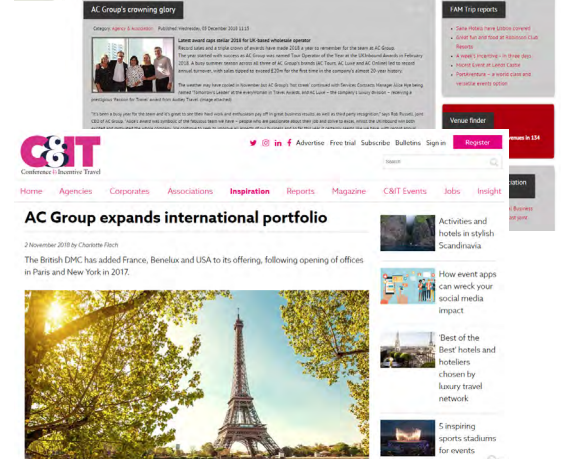
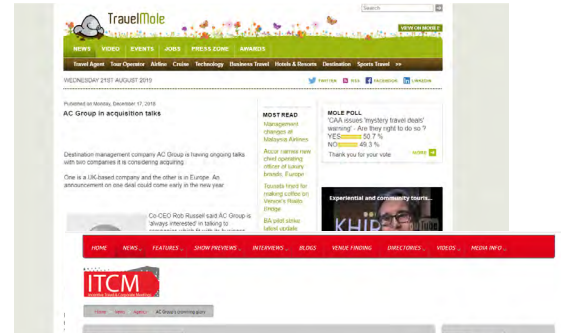
B2B Property & Business PR

Targets: Vertical & Top Tier Business

Achieving over 50+ clippings

Duration: 8 months

Key success: Financial Times, The Economist, Forbes, The Negotiator, Estate Agent Today, Landlord Today, City AM



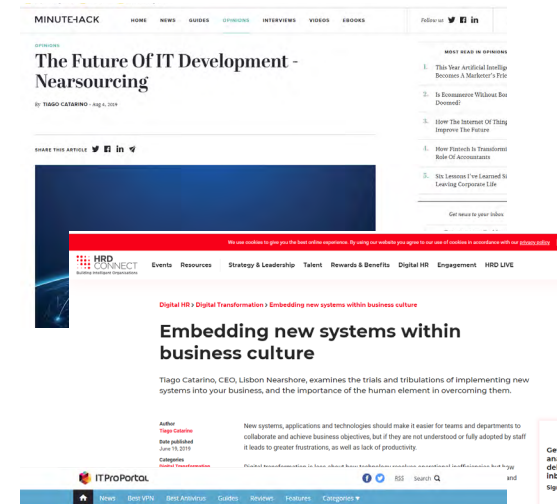
B2B Travel & Business PR

Targets: Travel vertical

Achieving 40 clippings

Duration: 8 months

Key success: Travel Weekly, TTG, TravelMole, Incentive Travel, CIT Magazine, Group Travel World



B2B Technology PR

Targets: Business and Technology

Key challenge: no news, three month campaign

Thought leadership with Headspring, ITProPortal, HRD Connect, The HR Director

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STRATEGIC MARCOMS

Marketing Collateral

Business Position

Objective Alignment



sciant Solving Business Challenges With Technology

At Sciant, we use our extensive domain knowledge to create, connect and build technical solutions that support your business.

Why Choose Us?

We want to be part of our customers' success story. We believe the best way to do this is to be results focused on your systems development.

Starting by understanding the business objectives and end goals, we apply our domain expertise and specialist platform knowledge to create solutions and deliver your essential IT projects.

Having been on the customer side, we understand what makes outsourcing successful; transparency and communication are vital to success!

OUR VERTICALS



TRANSPORTATION & LOGISTICS
Sciant has delivered reporting and analytics solutions and vehicle tracking solutions.



FINTECH
Sciant has implemented solutions in Cryptocurrency exchanges, Blockchain and EU VAT refunds.



TRAVEL & HOSPITALITY
Sciant has implemented various systems for hotels, including GDS, Switch, CRS, PMS AND CRM.

AUTOMOTIVE
Sciant has implemented Automotive supply chain solutions, working across borders from Europe to the Far East.

OUR SERVICES

- BIG DATA & BUSINESS INTELLIGENCE
- BLOCKCHAIN & CRYPTO
- ENTERPRISE INTEGRATION
- MACHINE LEARNING
- IMPLEMENTATION & ROLLOUT
- INTERFACE CERTIFICATION & VALIDATION
- DEVOPS
- LEGACY TECHNOLOGIES

Who We Are

Sciant is a development and engineering enthusiast with decades of experience delivering remote software product development and system transformation. We specialize in serving customers in specific industry domains, working worldwide for both large enterprises and fast-growth startups.

We bring your product roadmaps to life, ideate technical solutions and form the robust and compliant integrations and connectivity solutions to take your system to the next level.

Based in Sofia, Bulgaria, a country that's had a strong tech culture since the 1980s, our team all have superb technical aptitude and solid English skills. The hallmarks of a Bulgarian work culture include: high retention levels, diverse workforce with the highest proportion of women in tech, and a passion for delivering quality.



OUR TECHNOLOGIES



20 Companies
\$4m

2012

210 Startups
\$74m

2019

17%

average annual

"The hidden Start-Up champion of Europe"

Bulgaria was electronics spec all comput



\$1.5 Billion

has been invested by the EU into Bulgarian micro a quarter of which the government poured into s

In 2018 the government announced another \$1 for start-ups.

Women in Tech

In Bulgaria 31%², compared to 16% across the rest of the EU.

31%

Established in 2016



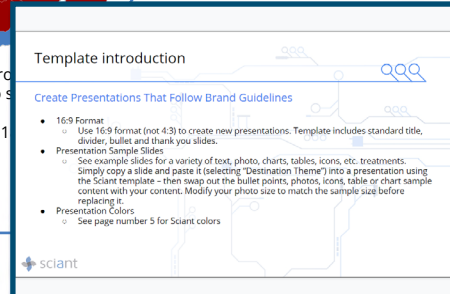
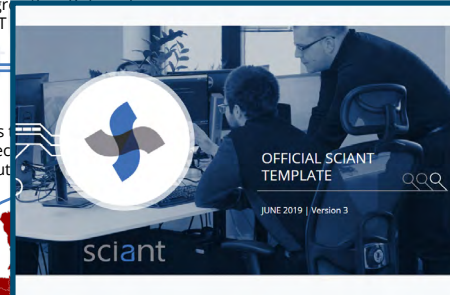
Over 100 solutions experts



Customers on four continents



Offices in So (Bulgaria) and Olomouc (Cze





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