

TREDENCE
— Beyond Possible —



databricks
**DATA+AI
SUMMIT**
2025

A man and a woman in business attire are walking through an airport terminal. The woman is on the left, wearing a teal blazer over a white shirt, and the man is on the right, wearing a grey blazer over a light blue shirt. Both are pulling rolling suitcases. The background shows airport signage and a blurred interior.

Powering Travel & Hospitality With Agentic AI-powered Decision Intelligence →

Tredence powers the Travel & Hospitality industry with **Agentic AI-driven decision intelligence**, delivering advanced solutions that accelerate smarter decisions, optimize revenue, elevate guest experiences, and drive growth. From personalized recommendations to demand forecasting and dynamic pricing, our intelligent frameworks turn complex data into precise actions, helping businesses stay ahead in a rapidly evolving landscape.

AI Solutions that Deliver Impact

- | | |
|--|---|
| <p>▶ Revenue Management: Maximize profitability with AI-driven dynamic pricing, demand forecasting, and inventory optimization—boosting RevPAR by 20% and reducing overbooking by 30%.</p> | <p>▶ Unified Data Models: Seamlessly connect customer, operations, and sales data for smarter decision-making.</p> |
| <p>▶ Customer Intelligence & CLTV: Boost customer lifetime value by 25% with hyper-personalized experiences, anticipating needs, and automating loyalty across every guest touchpoint using AI.</p> | <p>▶ Data Monetization with Clean Rooms: Unlock new revenue streams and partnerships by securely sharing anonymized guest data in clean rooms, boosting up to 15% incremental revenue.</p> |
| <p>▶ Marketing & Media Optimization: Boost bookings and ROI with AI-powered segmentation, 360° guest insights, and dynamic optimization—driving 40% higher conversions and smarter spend.</p> | <p>▶ Agentic AI: Automate, optimize, and scale operations to reduce costs and accelerate growth.</p> |

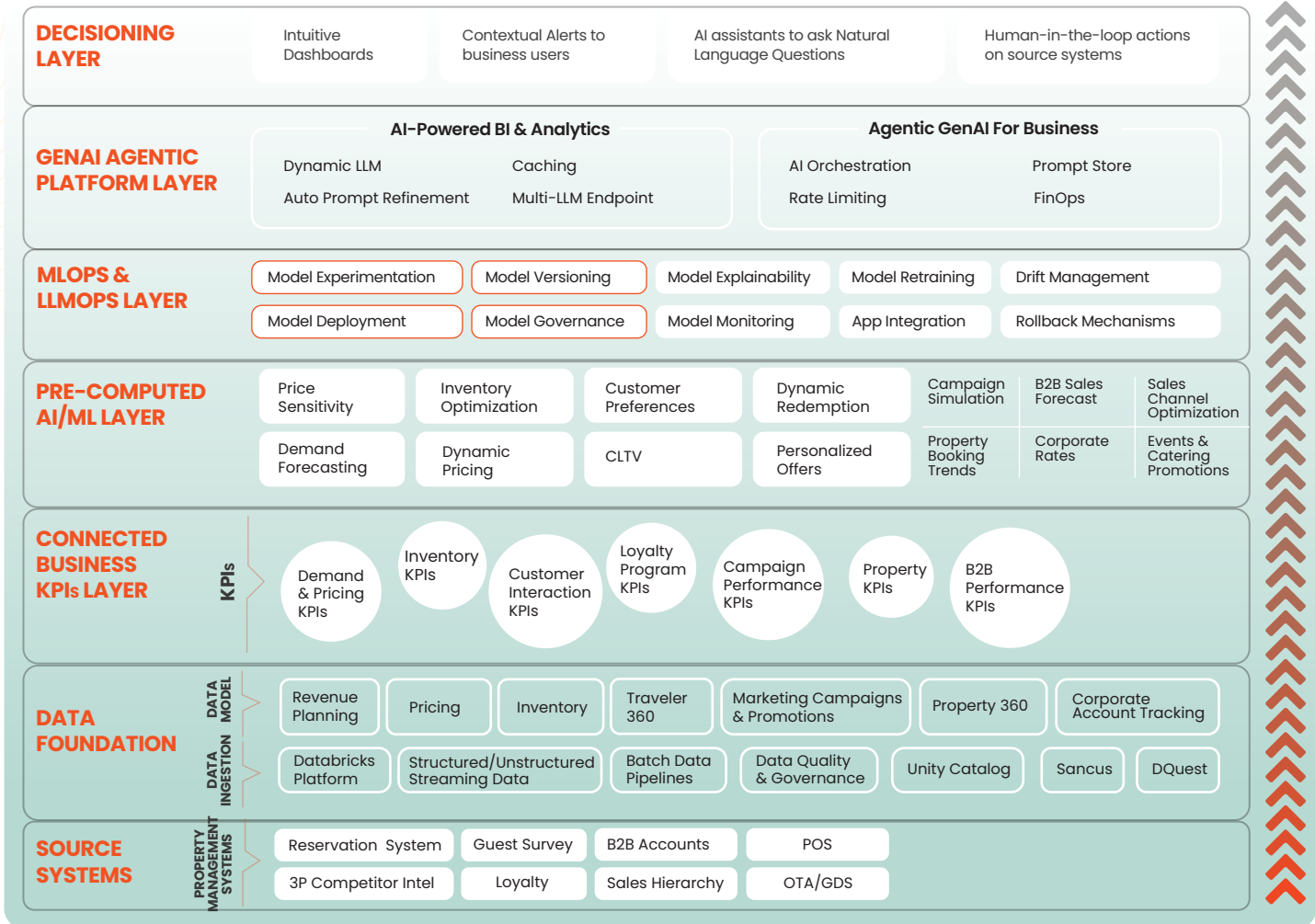
SHAPING THE FUTURE OF TRAVEL & HOSPITALITY THROUGH AI-POWERED INNOVATION WITH TREDENCE

01 Agentic AI: Embed Intelligence for Travel & Hospitality with Semi-Autonomous Agents Traditional AI is reactive, and rule-based. Travel & Hospitality enterprises need AI assistants that empower humans with self-learning, autonomous agents to optimize inventory, personalize experiences, and automate decisions in real-time.	02 Unified Data Models: Connected Intelligence for Travel & Hospitality Seamlessly connect customer, operations and revenue data with our accelerator-led solution development process helps drive a significant reduction of delivery timelines.	03 Data Monetization and Clean Room: Turn Your data into a Revenue Generating Asset Enrich first party data through secure data sharing, increase supplier monetization and improve omni-channel personalization of promotions and ads. On-site & off-site monetization through media network.
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01 Tredence: Scaling Agentic AI for Travel & Hospitality Enterprises

Tredence has built deep expertise in **Agentic AI frameworks, reasoning models, and multi-agent collaboration**. With Tredence Enterprise GenAI & Agentic Platform, enterprises can deploy **autonomous AI agents faster, securely, and at scale**.

Accelerate Travel & Hospitality Transformation Leveraging GenAI & Agents



Tredence's GenAI and Agentic AI solutions accelerate travel & hospitality transformation across both business and IT functions. We enable your team to implement GenAI and Agentic systems in three steps, driving tangible business outcomes.

01

Migrate your data & Modernize your data infrastructure

02

Activate AI with your business & engineering data through GenAI capabilities

03

Elevate your business outcomes through travel & hospitality industry specific solutions

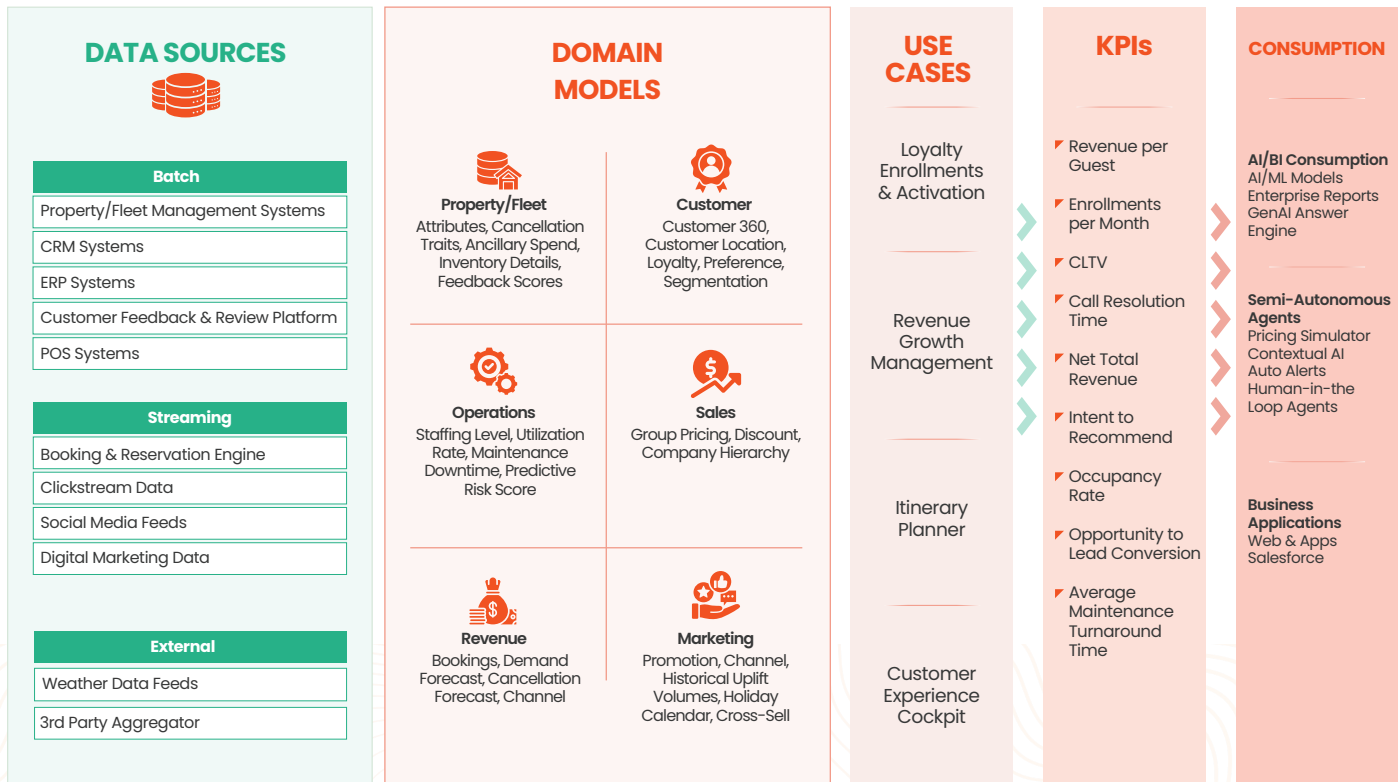
Key Features

- ▶ Built-in **observability, AI Ops, and evaluation metrics**
- ▶ Reduces time and cost of Agentic AI deployment by **30-40%**

Tredence: Accelerating Travel & Hospitality Data and Analytics Modernization on Databricks Platform

Our approach enables leading Travel & Hospitality enterprises to **migrate, modernize and monetize data** for real-time decision making, personalized experiences and operational excellence.

Unlocking Travel & Hospitality Insights: The Power of a Unified Model



Key Features

04 Layered Architecture

13 Subject Areas

100+ Entities

250+ Customer Features

80+ Operational Attributes

04 Data Products

150+ KPIs across Different Subject Areas

17 Analytical Use Case

27 Predefined DQ Rule Sets

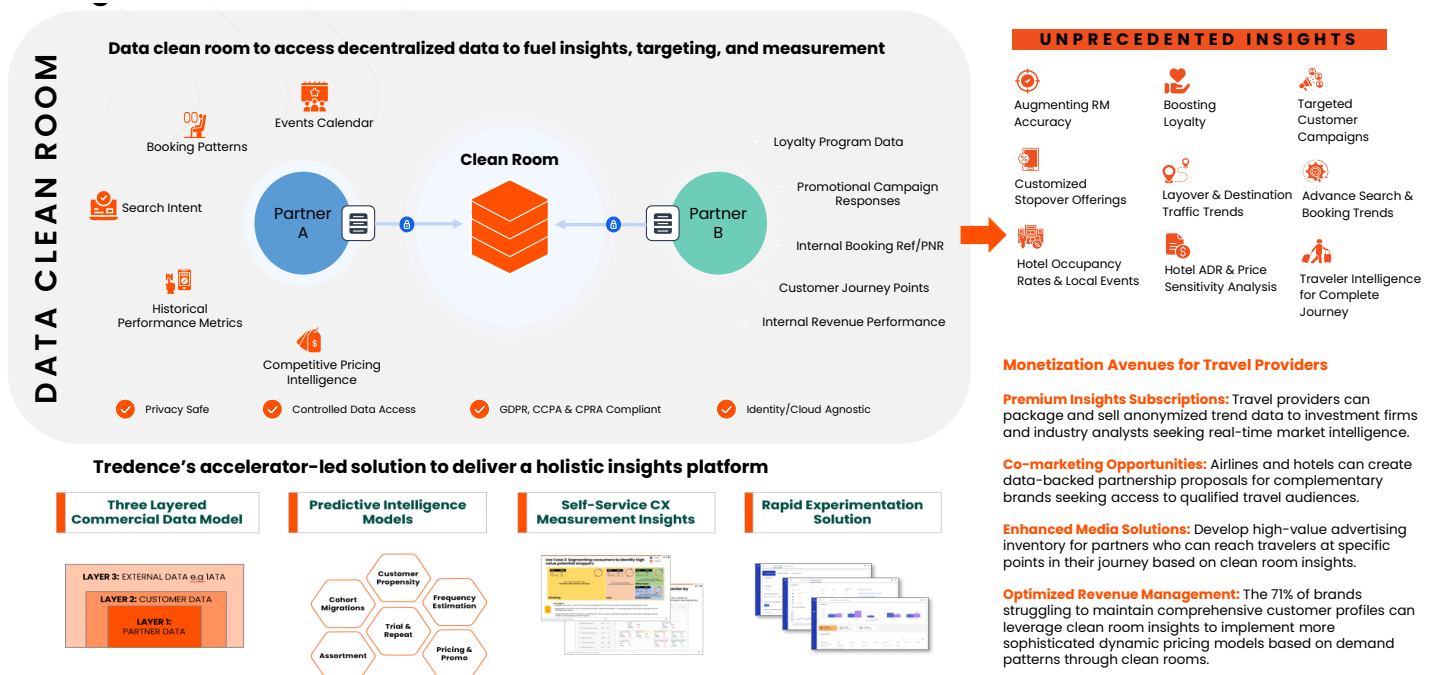
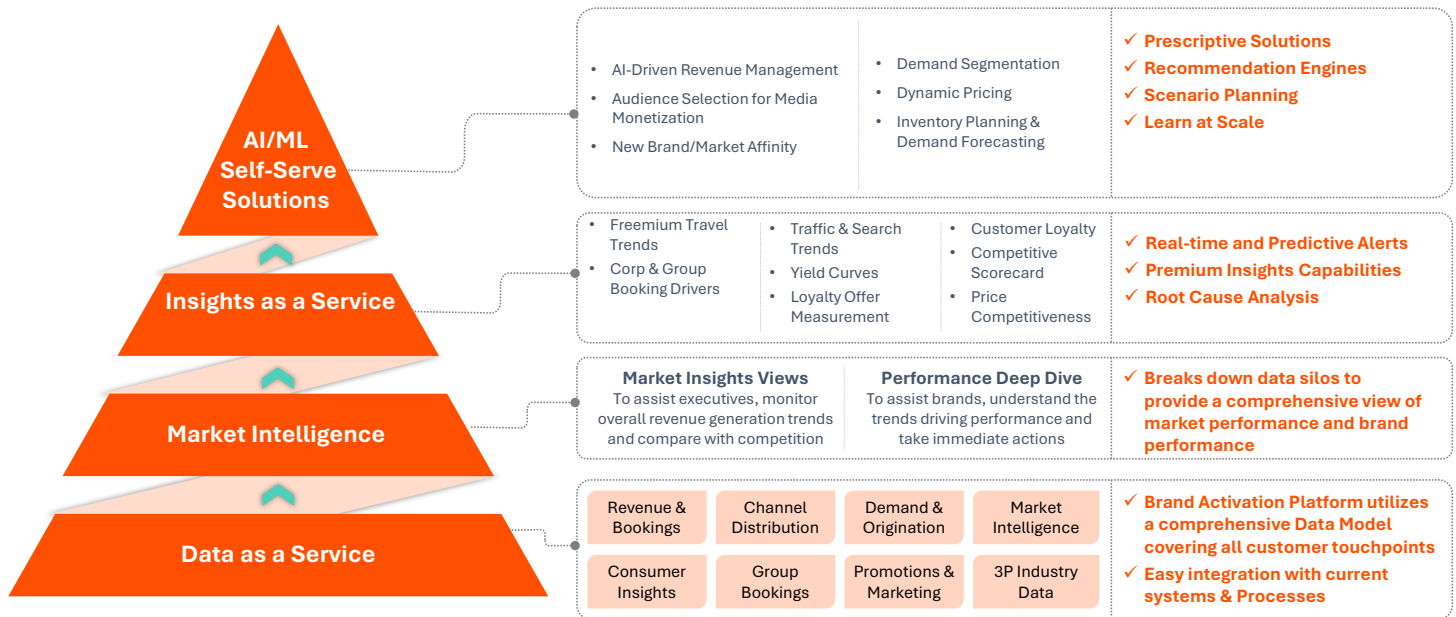
All 3 Ingestion Patterns Supported

04+ GenAI Agents Enabled

08+ Reusable DE Accelerators/Framework

03 Tredence: Data Clean Room & Insights Monetization

Tredence's modern data monetization solution helps travel & hospitality brands maximize the value of their data through a **secure data clean room**, **rich performance insights**, and **AI-driven recommendations**. The solution powers self-serve decisioning and unlocks new revenue streams through a scalable, insight-led ecosystem.



CUSTOMER SUCCESS SPOTLIGHT



Transforming Customer Intelligence & Revenue for a Leading Hospitality Chain

A leading hospitality chain revamped its **revenue management and customer intelligence** strategy with Tredence's AI-powered insights. Accurate group and transient demand forecasting, dynamic segmentation and pricing, real-time inventory optimization, and data product integration unlocked data-driven revenue growth. Tredence's yield management and customer intelligence solutions boosted CLTV and helped the business adapt to demand shifts and evolving traveler behavior.

BUSINESS IMPACTS



\$220M

revenue gain with accurate demand & cancellations forecasts guiding RMs



30%

reduction in overbooking related to group forecast error



15MM+

at-risk customers re-engaged



500+

lift in average member value via personalized promotions



Enabling Personalized Marketing for a Multi-brand Cruise Line

A cruise company shifted from outsourced campaigns to a **self-serve, customer-centric marketing strategy**. Tredence built the martech stack, a 360° customer data product with 200+ KPIs, 25+ real-time signals, and AI-driven journey intelligence—**enabling faster campaigns, personalized content**, and measurable impact across channels.

BUSINESS IMPACTS



\$250M

revenue gain with personalized marketing



15%

Improvement in marketing ROI through precision targeting



5X

improvement in turn around time for campaign set up



\$8M

budget savings from self-serve unified campaign operations



Revamped a Leading Loyalty Program with Over 200M+ Active Members, across 34 Brands & 144 Countries

The acquisition of a major hospitality brand led to the design of a **revamped loyalty program**—unifying **legacy customers**, adapting to evolving behaviors, and expanding beyond hotel stays. Tredence redefined loyalty by shifting from points to perceived customer value, enabling **seamless experiences and smarter partnerships**.

BUSINESS IMPACTS



21M+

annualized enrollments post-launch (4.5% YoY growth)



105%

goal Achievement on Active memberships



5pt

improvement in Member Satisfaction

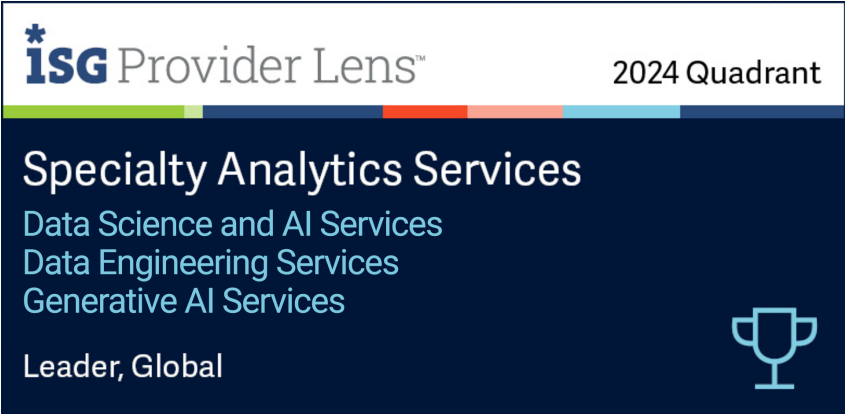


11%

improvement in co-brand card acquisition

OUR GROWING GALAXY OF ACCOLADES

Endorsed by hyperscalers & leading independent analysts.



We are excited to work with Tredence. What always impresses me is the response you get from Tredence’s customers. They have one of the highest Net Promoter Scores of any company that I have seen. We are really excited to collaborate with Tredence.



Rob Saker

RVP Global Industry Leader,
Retail and Manufacturing,
Databricks



DEMAND MORE OUT OF AI.

Talk to Travel & Hospitality experts born and bred in full-stack AI to:

- 1. **Take the first step** in modernizing your data and technology strategy
- 2. **Understand how AI** can improve your business today
- 3. **Develop an AI strategy roadmap** to transform your business
- 4. **Leverage AI accelerators** to deliver immediate wins in weeks

SCHEDULE A 1:1 MEETING

with our AI experts and Explore What's Next in AI with Tredence

[Talk to Tredence](#)



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