

# How Lighthouse (OTA Insight) leveraged Generative AI technologies

Devoteam G Cloud's extensive experience on implementing Google's generative AI tools provided Lighthouse with a valuable pool of knowledge to make the most of their investment and reduce time to market.

## The challenge

Recently, Lighthouse became interested in using Generative AI to summarise data from hotels. This allows them to provide hoteliers with a brief overview of what is happening in their business. Today, Revenue Managers write those reports manually, taking them a fair amount of time to analyse past data; Understand previous trends; Predict possible future trends; Provide meaningful insights.

## The solution

The reports Revenue Managers write to customers were analysed. The team decided to split the problem into multiple sub-problems and adjust the Generative AI's approach to solve them. These include: Generating insights out of big events happening near a hotel; Generating insights out of a specific market segment impacting a hotel's revenue, Generating insights about information from the day before.

## The result

The Proof of Concept provided by Devoteam G Cloud helped Lighthouse learn how to use Generative AI technologies to move forward with this use case into production and to apply the lessons learned to other use cases. With this in mind, Lighthouse felt comfortable taking full ownership of the solution to keep refining it with the help of Revenue managers' feedback and deploy it when ready.

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## About Lighthouse

Since its founding in 2012, Lighthouse (Formerly known as OTA Insights) has provided user-friendly revenue management tools and are the global leader in cloud-based hospitality business intelligence. Since then, Lighthouse has won many industry awards and was named the UK's 17th fastest-growing private technology company by the Sunday Times.

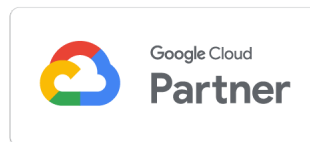
Vertical/horizontal solution: Business & Professional Services

Primary project location: Belgium



## About Devoteam G Cloud SAS

Devoteam G Cloud is a Google Cloud Premier Partner for over a decade and a Google Cloud Managed Services Provider of 600+ Google certified experts.



## Products

Google Cloud Platform