Next-Generation Croatian Platform for Hospitality Automation

Summary

Profile type	Company's country	POD reference
Business request	**Croatia**	**BRHR20260130019**

Profile status	Type of partnership	Targeted countries
PUBLISHED	**Commercial agreement**	**• World**

Contact Person	Term of validity	Last update
Enrico FRANZIN	**30 Jan 2026** **30 Jan 2027**	**30 Jan 2026**

General Information

Short summary

Our client develops an award-winning, AI-powered, omnichannel sales and marketing platform for hospitality and other industries. Our client is looking for partners for commercial distribution, implementation services, or joint market expansion in EU markets, especially the DACH region. Its modular solutions boost direct sales, automate communication, and enhance guest/customer experience.

Full description

The client currently serves a large share of the biggest hotel chains in Croatia and Southeastern Europe and is now expanding into new markets, including the wider Balkan region and the DACH region. The platform is built on Microsoft and Azure technologies, integrating data from PMS, booking engines, POS systems, digital channels and other external systems. With AI automation, the system reduces operational workload, increases direct booking revenue, improves upsell/cross-sell performance, and enhances customer satisfaction.

The client is seeking business cooperation in the form of:

commercial/distribution partners (companies that sell to hospitality, tourism, or enterprise clients),

implementation/outsourcing partners (integrators or consulting firms that can implement the solutions),

joint venture or co-innovation partnerships involving AI and digital transformation projects.

Partners benefit from revenue share, dedicated support, training, and white-label/co-branding opportunities.

Advantages and innovations

AI-powered omni-channel engagement (email, chat, chatbots, call center workflows)

Full 360° guest/customer profile based on integrated data from PMS, CRM, marketing automation, loyalty, web analytics

Automation of pre-stay, stay, and post-stay communication — increasing direct revenue

Predictive AI: segmentation, churn risk prediction, "next best offer/action" models

Modular system adaptable to hotel chains, group operations, B2C service companies

Compared to traditional CRM or PMS solutions, our client offers one unified platform enabling both sales and operational automation, reducing dependency on multiple, disconnected tools.

Technical specification or expertise sought

Our client seeks partners experienced in selling or integrating digital, CRM, or automation platforms. Ideal partners include:

solutions integrators (e.g. within the Microsoft ecosystem),

hospitality tech providers (PMS/booking engine integrators),

marketing agencies serving enterprise clients.

The partner should have an active commercial network among hotels, tourism companies, service businesses, or enterprise organizations and be able to provide first-level support and client onboarding.

Stage of development

Already on the market

IPR Status

Secret know-how

IPR Notes

Sustainable Development goals

• **Goal 8: Decent Work and Economic Growth**
• **Goal 17: Partnerships to achieve the Goal**

Partner Sought

Expected role of the partner

Our client seeks technology resellers, integrators, or firms experienced in B2B sales and/or hospitality/enterprise

software.

represent and commercially promote the client's solutions in the local market,

act as implementation or support partner (optional),

identify and qualify potential customer leads.

Industries of interest:

hospitality & tourism (primary),

financial services, telecom, healthcare (secondary, for CRM + AI automation).

Type of partnership

Commercial agreement

Type and size of the partner

• **R&D Institution**

• **SME 50 - 249**

• **SME 11-49**

• **Big company**

• **SME <=10**

Dissemination

Technology keywords

• **01001002 - Digital Systems, Digital Representation**

• **01001001 - Automation, Robotics Control Systems**

Market keywords

• **02007005 - Communications/networking**

• **02007008 - Business and office software**

• **02007004 - Program development tools/languages**

• **02007024 - Programming services/systems engineering**

• **02007020 - Artificial intelligence programming aids**

Targeted countries

• **World**

Sector groups involved