



## Features

If you need to Build, Buy, Convert, Evaluate, Refinance or Invest, with XiScope Hotel you can produce a professional financial report in less than a day. XiScope Hotel should save you five or more days work, per project. Remember, an independent consultant may charge US\$10,000 or more for a single study.

**XiScope Hotel enables users to undertake, independently, their own market and financial feasibility studies and financial appraisals. The "model" allows users to input key data (and estimates) into the system, which in turn generates forecasts of profit and loss, return on investment analysis and cash flow forecasts for a project. This financial data is then automatically inputted and presented in a written report form, for printing.**

- XiScope guides the entire process.
- Specialist knowledge is not required.
- Key market data which needs to be inputted by the user, includes information about relevant, existing and future hotels and developments, current room rates being achieved by potentially competing properties, key operating ratios amongst competitive hotels, and lastly, estimated construction costs.
- This market data is then input by a researcher through the web interface, or when travelling, and preliminary output and financial estimates/projections can be viewed immediately online by the individual or a supervisor, back in the office. Changes can be made to the project "scope", assumptions can be modified and the report will automatically adopt these changes, once re-run.

Unlike traditional spreadsheet systems, XiScope Hotel is fast and is securely accessed online from your Apple Mac, PC, laptop or any other computer via your browser, at any time and from anywhere in the world. Take a look also at our report Certification and project Mentoring.

## XiScope Hotel is

- easy to use, even for non-specialists
- updated automatically online to the latest version of the software
- cost effective - can save significant time for consultants and professional advisers
- used by consultants and other professionals to produce high quality reports
- reliable - XiScope Hotel's embedded financial framework acts as a "seal of approval" that the internal working of the model is sound and secure
- reports - sample reports can be run at any time once your 'project' has relevant data
- configured to suit and benefit a wide range of different types of users and their access rights

**XiScope Hotel produces and presents:**

- the current and projected future hotel market environment in which the proposed development will operate
- detailed financial analyses
- the location for the proposed development

## **Financial Appraisal**

Based on the results of the market appraisal, statements of estimated profit and loss are generated for the first five years of operation of the development and its facilities in a Base Currency at estimated actual year values, using assumed rates of inflation, and based upon an estimated opening date.

- statements of pre-tax cashflow for the project's first 10 years of operation are generated; and the project's Internal Rate of Return (IRR) on capital invested is calculated to indicate the viability of the project;
- financial projections can be prepared from the Base Currency based on an arithmetic conversion from the Currency at the prevailing rate of exchange, if so required.

## **FAQ's**

## **What is XiScope?**

XiScope is an on-line subscription software product which enables users to conduct a detailed Market and Financial Feasibility Study for a hotel project, for new developments or the acquisition of an existing property.

## **Does XiScope offer any other feasibility software products?**

We plan to launch a range of technical WebWare products in 2011.

## **Who uses XiScope? Is XiScope suitable for me or my business?**

XiScope is a comprehensive software product suitable for anyone planning to develop, buy or convert a hotel. XiScope enables even non-specialist business people to undertake their own market and financial feasibility studies and appraisals.

## **What kind of people and companies uses XiScope?**

XiScope is ideal for hotel companies, developers, real estate firms, consultants, accountants, architects, planning and engineering firms. In fact anyone who needs to produce reports that are required by banks, investors, clients or just for internal project evaluations - and who wish to do so efficiently.

## **Do you provide phone support?**

We provide unlimited support via email for our paying customers, but we do not provide support over the phone. In some circumstances, we will respond to an email by calling you back, to help resolve a problem. We do our best to respond to every email within just a few hours of receiving it. We do not outsource our support overseas or employ unqualified support staff.

## **Do you provide a phone number for pre-sales information?**

Yes. We realise that you may have further questions, before subscribing, so we can be contacted by phone, or use our email link and we'll call you back.

## **Is XiScope available in other languages besides English?**

XiScope is only available in English at this time.

## **What is WebWare? What is Software as a Service (SaaS)?**

WebWare, or Software as a Service (SaaS), means that the software 'engine' or system program is maintained on our server, rather than on individual PCs (desktop computers, laptops, Macs,). Projects and files are also held online so that Users can access their work from any computer, at any time and anywhere in the world. This provides many security advantages as well as ensuring that Users always operate the most up-to-date software version, free of updating and downloads.

### **Do I need to download updates?**

No. XiScope has no old-fashioned discs, boxes, downloads or updates. Everything is safely and securely run and saved online. The XiScope will be centrally and seamlessly upgraded on our server and will remain backwards compatible for completed projects.

### **Why is XiScope better than traditional spreadsheet excel systems**

XiScope is simply the modern and efficient way to prepare a hotel feasibility project. It redefines and simplifies the process and makes traditional spreadsheet systems obsolete and outdated.

### **How much professional time will XiScope save me?**

On a single typical hotel feasibility study XiScope should save you five or more person days of time inputs. XiScope is highly cost effective.

### **How much training is required to become effective?**

Essentially, staff will require little or no training to become effective, although basic knowledge is an advantage.

### **Can XiScope provide a consultant to help me?**

XiScope can provide a highly experienced, professional consultant to assist you.

### **Can XiScope provide any additional help for me?**

XiScope offers three distinct options -

- A Report Certification process to professionally endorse reports for bank or official purposes;
- A mentoring service to guide you through the hotel feasibility process ;
- Highly experienced international consultants to assist or undertake complete professional studies and analyses. (provided by independent external consultants)

### **Why is XiScope 'Quite simply the Best Hotel Feasibility Software on the Market?**

XiScope is quite simply the modern and easy way to create professional quality hotel feasibility studies. It is not limited to Microsoft Office software nor to the type or location of computer you are using. XiScope offers a range of benefits and facilities that are not available anywhere else on the market.

XiScope is not just software but is a complete webware service solution which includes reliability, security, control and management, support services and full report generation.

### **How much professional experience lies behind XiScope?**

XiScope's base software has been developed and constantly improved over many years of constant improvement. The market and financial model has been proved and verified across hundreds of hotel projects around the world. The outputs of the XiScope financial model have been accepted and endorsed by banks, development companies, governments and investors worldwide.

### **What should I do if I find that I do not have enough knowledge to complete my project?**

XiScope's model projects and online help make it possible for any reasonably numerate person to complete the hotel feasibility study. However should you find in the course of your project that you do require assistance regarding the hotel feasibility process, then XiScope offers a comprehensive, reasonably priced, 'mentor' process to help guide you to completion.

### **Do I have to employ an external consultant to help me?**

In most cases you will not need to employ an external consultant. However, if assistance is required then XiScope can provide reasonably priced consultancy services.

### **What if my bank wants my market and financial feasibility and report to be independently reviewed?**

Some banks or other lenders may require an external review of your feasibility report. In such a case XiScope is able to provide a reasonably priced review and certification of your report.

Using XiScope's Certification process, means you will not need to go to an accountant or other third party, with all the additional time and cost that would be entailed. XiScope will provide you with a professional and experienced hotel consultant who can 'sign-off' your report with a bound-in certificate and "lock" it, ready for presentation to a lender or other investor.

### **What is a Certified Report**

Sometimes, a lender (or investor) will ask for an independent, professional review of your report - by a consultant, accountant or other independent person or firm. The lender is essentially seeking a second opinion, to assist in its financing decision.

In collaboration with DGiCo Ltd, a London England-based hotels and leisure consultancy, XiScope offers a Report Certification service, for a single fixed price. Your report will be professionally reviewed and, if required, we will assist you online to modify your report so that we can certify it as meeting an acceptable professional standard.

### **Will XiScope work on my Apple Mac?**

XiScope is fast, efficient with online access from you Apple Mac, PC, laptop or any other computer via your browser. Use any computer from anywhere.

### **Is XiScope compatible with Microsoft, Linux or Apple Mac computers?**

XiScope works on any platform and works with all major web browsers.

### **Is XiScope essentially an extended excel spreadsheet?**

Not at all. XiScope is not a complicated excel spreadsheet with complex inputs. It is a secure, reliable and efficient data base system with a clean, intuitive interface.

### **Does XiScope provide model projects (or examples) to help me get started?**

XiScope provides a variety of model projects and provides suggested values for inputs, although users can over-ride many of the default settings if required.

### **Is XiScope suitable or limited to only certain types of hotels?**

XiScope is suitable for any grade of hotel or configuration, whether a two star city centre hotel or a five star beach resort.

### **How long will it take me to produce a hotel feasibility report?**

If you select a typical model and drop in the specific information for your project, you can produce a professional financial report in less than a day.

### **Is XiScope only for professionals or is it also suitable for non-professionals?**

XiScope is professional quality software but is also designed for non-professionals via its simple, logical interface. XiScope guides you through the entire process with online video tutorials and help resources. Specialist knowledge is helpful but not essential.

### **Can XiScope provide me with an expert consultant if I need to take my project further?**

XiScope has expert consultants on hand to assist or undertake complete studies and analyses.

### **What do I need to install?**

There is no software to install. XiScope is a comprehensive online webware and report management service.

### **Will my computer be compatible?**

There are no compatibility issues with your Apple Mac, PC, laptop or corporate security systems.

### **What does XiScope deliver?**

XiScope delivers a full written financial report with pre-determined sections for you to insert your own specific data. You can add specific information for your project and incorporate your corporate logo and styles or add additional report sections.

### **What type of financial information does XiScope generate?**

XiScope generates 5 year forecasts of profit and loss, 10-year cash flow forecasts and return on investment analysis - which are automatically picked-up inside the XiScope system, to generate the financial sheets and to even write the financial sections of your pdf report ready to print or circulate.

### **Are XiScope's financial reports suitable for banks and other such organisations?**

XiScope's embedded financial framework and process guarantees that the financial model can be trusted. XiScope's certification process provides a full review of prepared studies, a process of report enhancement and a certification of reports so they are suitable for banks and other organisations.

### **Does XiScope require a lot of work for me to prepare the hotel financial feasibility study?**

With XiScope much of the work is done for you automatically. XiScope provides suggested values for inputs through models or sample projects, but users can override many default settings if they so require.

### **What is your fair use policy?**

XiScope imposes a fair use policy. This limits each single user account to run 10 'generated' final reports per subscription year. Corporate user accounts may 'generate' 75 final reports per subscription year. Prior to completing and generating a full and final report, you may produce unlimited report versions watermarked with the word 'draft'. Final 'generated' reports are un-watermarked.

### **What is a "Final Report"**

All draft reports are watermarked.

Once a report is finalized and run, the watermark is removed and the report is final.

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## **Security and Backup**

### **Is XiScope reliable, secure and confidential? Is our data safe? Where is the data hosted?**

We take all reasonable precautions to keep your information safe and secure. Our state-of-the-art redundant server cluster is hosted and professionally managed by RimuHosting in New Zealand, a recognized leader in the type of secure and fast access hosting that XiScope requires.

Once completed, your projects can be downloaded to your local computer, as additional backup.

Each RimuHosting data centre has redundant UPS systems, generator backup, closed circuit monitoring, card key access, 24-hour guards and redundant a/c systems so you can rest assured your hardware is being well taken care of. Your saved projects remain secure and confidential.

The security of your stored files is SSL, banking-guaranteed. No member of XiScope staff can gain access to your stored data. Your files can only be opened by XiScope with your prior written authorisation and using access keys of two separate XiScope directors.

XiScope only has access to your stored data when you wish us to provide Certified Report or Mentoring.

### **How reliable is XiScope?**

XiScope is reliable. Its embedded financial framework guarantees that the internal working of the financial model can be trusted. XiScope is safe to use and operates entirely online. Our servers maintain 99.9% uptime reliability with multiple redundancy systems and backup.

### **Is my data backed-up in case of emergency?**

Data is backed up on a continuous basis and written to multiple data locations instantly. XiScope will perform full backup recovery in the event of any system-wide emergency. Our RimuHosting hardware also incorporates full redundancy whereby data will divert to backup hardware servers to ensure uptime of over 99.9%. Even if one disk or server fails nothing will be lost and the system will not go down.

### **What if my laptop is stolen?**

Since your XiScope files and data are securely stored online with SSL accreditation, there is no risk of laptop or desktop security breaches due to theft. Our login system does not permit the vulnerabilities from user names and passwords to be stored.

### **What is the relationship between XiScope and DGiCo?**

XiScope has been developed thru a technical collaboration between Xi Corporation and the international consultancy firm DGiCo, which has undertaken several hundred market and financial feasibility studies and projects in over 130 countries worldwide. DGiCo is an independent London-based consultancy that can provide reasonably priced services to XiScope subscribers, as negotiated by XiScope. DGiCo has no access to XiScope files or data.

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### **Corporate and Consultants**

## **What advantages does the Corporate version receive from XiScope?**

XiScope offers a Corporate, multi-user package for 5-plus users, with 2 or more report certifications included.

Projects are accessed and saved to a central account with full user and authorization control by your administrator. Secure shared access to projects, guaranteed conformity and compatibility are just some of the benefits.

## **Why should I buy the Corporate version?**

XiScope's Corporate Package requires no software or hardware additions. XiScope, everything is online including the database and there is nothing to install. See our Technical & Comparisons and Features Grid

XiScope provides essential controls and security with modern day management and confidentiality provisions. Multiple projects can be centrally managed with full control over access, printing and modifications, within a secure environment.

## **Why is XiScope described as a 'service'?**

XiScope is not just software - it is a sophisticated online subscription software service with many attributes not available with just simple software.

## **How reliable is XiScope for my company?**

XiScope is reliable. Its embedded financial framework guarantees that the internal working of the financial model can be trusted. XiScope is safe to use and operates entirely online. Our servers maintain 99.9% uptime reliability with multiple redundancy systems and backup.

## **What is XiScope Certification?**

Our sophisticated service system allows for your reports to be independently reviewed and certified (for a reasonable and fixed cost) by external professionals, for bank and other official use.

## **Does my Corporate version need any additional hardware or software to make it work for multiple users?**

There is no need for any expensive additional hardware or software - potentially saving you many thousands or tens of thousands of dollars.

XiScope's Corporate Package requires no software or hardware additions. XiScope, everything is online including the database and there is nothing to install. See our Technical Data & Comparisons and Features Grid

## **Will our Enterprise version need to update software?**

XiScope provides all users, continuously, with the same up to date version software. Enhancement to XiScope's software will in the future be seamlessly backwards compatible.

### **How much control does a manager or Administrator have?**

Administration offer access controls and user set up. This will enable you to set up data input team members, other administrators and managers of the system. You can cancel or block access for any users.

### **How many files or projects can a manager or Administrator control?**

XiScope can allow an unlimited number of Corporate users. Multiple reports and data are securely stored and managed in one place for ease of reference.

### **Is there any limit to the number of potential Enterprise users?**

XiScope can allow for an unlimited number of Corporate users.

### **What are the main benefits of using the XiScope Enterprise solution?**

The main benefits include:

- There is no equipment to install or maintain;
- No incompatibility between systems as access is through a web browser;
- XiScope updates automatically, free of charge, to all users across the system;
- Access rights are manageable for all data;
- There are no major fees per licence;
- Access is from anywhere in the world through a web browser.

### **As an Administrator can I restrict access to individual projects?**

Each user has their own separate controllable access to their own stored projects. This access can be controlled by the Administrator.

### **What is the relationship between XiScope and DGiCo?**

DGiCo is an independent London-based consultancy that can provide reasonably priced services to XiScope subscribers, as negotiated by XiScope. DGiCo has no access to XiScope files or data.

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## **Technical**

### **I'm having problems logging in**

The most probable cause of this is that your browser isn't set to accept cookies The other possibility is you have a firewall or security system set up that is too strict

### **Can I customize my project?**

You can insert your logo or any other content to your final report document

### **Does operating XiScope depend on the speed and capabilities of my computer?**

XiScope fast online 'application runs your calculations and generates reports, regardless of the computer you are using. The system is web based and relies on web services to manage your data efficiently.

### **Does an Administrator control and access to projects**

Can I keep certain people/clients from seeing specific projects? How do we set permissions?

XiScope management systems allow Administrators to fully control access and editing of projects and reports.

### **How does XiScope differ from other hotel feasibility products?**

XiScope provides Users with the ability to conduct detailed Market Analysis for a hotel project to derive achieved average room occupancies, market mix and average room rates, rather than simply using assumed room occupancies and average room rates.

XiScope is completely on-line with no software to download or update; any upgrades to XiScope are updated automatically so Users will always be able to access the latest version of XiScope

### **What if I don't have all the necessary hotel market data to run the Market Analysis?**

XiScope provides an option to input assumed room occupancies and average room rates to enable Users to run the Financial Feasibility Analysis. Users can utilise this option to provide a preliminary assessment of financial viability and can return, at a later date, to input hotel market data once collected in the field.

### **What is the Financial Feasibility option?**

The Financial Feasibility option is provided to enable Users to conduct the Financial Analysis of the hotel project prior to, or without, collecting detailed hotel market data.

### **What is the difference between Latent and Created Demand?**

Latent demand is the demand which may exist in a particular hotel market but which is currently not being satisfied by the existing competitive hotels, or is being displaced to existing hotels due to a shortage in supply. Examples include markets which have a shortage of five-star international hotels where the existing demand is being met, for example, by national four or five-star hotels.

Created demand is the new demand generated by the introduction of a new hotel, either due to its facilities or due to its international hotel management company. Examples may include the introduction of a major convention hotel into a market which has previously only catered to domestic demand, or a new resort hotel into a business-oriented market, or the reputation and marketing efforts of a new international operator which increases the exposure of the market beyond its existing source markets.

### **What is Latent Demand?**

Latent demand is the demand which may exist in a particular hotel market but which is currently not being satisfied by the existing competitive hotels, or is being displaced to the existing hotels due to a shortage in supply. Examples include markets which have a shortage of five-star international hotels where the existing demand is being met by national four or five-star hotels.

### **What is Created Demand?**

Created demand is new demand which did not previously exist in the competitive market and is generated by the introduction of a new hotel, either due to its facilities or due to its international hotel management company. Examples may include the introduction of a major convention hotel into a market which has previously only catered to domestic demand, or a new resort hotel into a business-oriented market, or the reputation and marketing efforts of a new international operator which increases the exposure of the market beyond its existing source markets.

### **What is Fair Market Share?**

Fair Market Share is an analysis of how a hotel performs relative to its competition. If all factors were equal, a hotel would achieve its fair market share of demand if its ratio of captured room nights demand to total room nights demand equalled its ratio of available rooms to total rooms supply.

### **What is Penetration Analysis?**

Penetration Analysis is a hotel's ability to penetrate (capture demand from) individual market sectors and on an overall basis. Factors taken into consideration in this analysis include a hotel's location relative to major demand sources, the reputation of its management company/operator, the scope, extent and quality of its facilities, and its perceived value-for-money. Penetration analysis is expressed by a hotel capturing greater than or less than its fair market share. A hotel's penetration of individual market demand sectors typically increases as the hotel establishes its presence in the market. Contrarily, it can decrease if additional primary-competitive hotels enter the market in the future.

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## **Technical Comparisons**

	Other	Comments
No boxed or downloadable software	Disks, updates needed,	
Full report including financial report	Financial report only	
Access from any computer via all major web browsers	Limited to one computer	
Full market and demand analysis	No competitive supply and demand analysis	room occupancy is simply a direct input by User Purely based on formulas. Takes no account of actual variability in operating costs and expenses.
Rooms revenue by input of an ARR by room type in 1 <sup>st</sup> year of operation and is not calculated by market mix, seasonality or discounting by market sector.	Sensitivity analyses	No provision for ration fixed v. variable
Full Food & Beverage calculations included	F&B revenue is calculated either by the capture rate of hotel guests, using an assumed DO factor, not calculated based on market mix, or number of covers per day input	F&B is a major element of an hotel's operations. Other software solutions are weak on F&B operations
Multiple food and bar outlets	food outlets but limited one outlet)	
Other operating departments broken down	Revenue calculated as an inclusive % of rooms revenue, not separated between telephone/business centre, laundry, health club, etc	
Optional year of stabilization	assumes that every Project stabilizes in 3 <sup>rd</sup> Year of operation	
All operating expenses can be detailed (COS, other expenses, payroll & related expenses)	No breakdown for operating departmental expenses (a single percentage figure to cover COS, other expenses, payroll)	
Full payroll provided	No payroll schedule provided	

	<b>Other</b>	<b>Comments</b>
Comprehensive	Simple profit and loss statements & cash flow analysis	
Web browser based	Client server Excel (Microsoft based) - with file limitations	
XiScope intuitive and easy to use.	Workflow and operator functions are not easy to use and require high level of technical competence.	
No training usually required	Around US\$900 to be trained to use software	Other software requires training simply to use the software
Independent Report Certification available	Software only	
Mentor service available, to assist in feasibility process	No assistance except for the technical use of the software	
XiScope services are online and available worldwide	training is not global for accreditation it only covers the Middle east and Australia	
No additional software required	Requires virtualisation software installed which is an extra expense	
Corporate version requires no software or hardware additions. XiScope, everything is online including the database and there is nothing to install.	May require additional hardware and software	Extra programs are needed to operate

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## **Payment**

### **How do I buy my XiScope subscription?**

XiScope accepts online payment via Visa and MasterCard. Credit card transactions will appear on your credit card statement as from 'NetCommerce.com'.

You may also pay by direct bank transfer. XiScope can provide proforma invoices for bank transfer payments. We offer a 5% price discount for payment by bank transfer.

Once the transaction is complete you will receive an e-mail confirmation of your payment, and a short while afterwards a confirmation of your initial access to XiScope system, and your unique link to your projects.

### **Will the cost of my subscription increase after the first year?**

No. XiScope guarantees that subscription rates for existing users will be valid for the first two years of subscription even if new subscription rates increase. This also applies to any introductory rates for existing users.

### **Why do I need to pay a yearly subscription? Why can't I simply make a one-off payment to buy the software?**

XiScope is a comprehensive online software and report management service. In the very near future, it is considered that 80% of all software will be online, where software will be provided as a service. The days where individual software is limited to a single machine is over. Users increasingly require access to software and files from multiple computers and locations and these requirements can only be met via a subscription based service.

As a subscription service XiScope offers levels of security, access, management and ensured compatibility without the need for updates, patches and the security problems inherent in PC or desktop based software solutions.

### **What is your refund policy?**

Except in exceptional circumstances, we do not provide refunds after an account has been activated and accessed for use.

### **Got more questions?**

If you can't find the answers you need here, you can always 'contact support' and we'll get back to you as soon as we can.