



PROPOSAL · MAY 2026

PROPOSAL FOR *PARADERO HOTELS*

Strategic data and AI advisory, with a path to build.

ADVISORY
PARTNERSHIP

\$8,500 / month · 30
days notice

BUILD ENGAGEMENTS

Scoped per project ·
\$240K to \$425K
indicative

APPROACH

Ongoing partnership,
build alongside

01

THE OPPORTUNITY

In a partnership with Astrodata, Paradero’s 2026 technology strategy gets the architecture right. Data readiness is critical to the success of any AI model, and the unified guest profile is the foundation. Commercial execution (B2C and B2B) is the highest business priority, and every agent in the 2026 to 2028+ roadmap depends on a governed, scalable, and comprehensive data layer.

Astrodata is a partner who has already shipped the same architecture in production, who can compress the timeline from “directionally right” to “in market,” and who can stay long enough to make sure the build matches the vision.

WHY ASTRODATA

We are a 16-person data + AI consultancy with a senior-to-principal team and active partnerships with Snowflake, Omni Analytics, and Anthropic. We have built the patterns Paradero is going to need:

TELADOC HEALTH

A unified analytics platform powering agentic and conversational workloads at **Teladoc Health**, the largest virtual care provider in the United States.

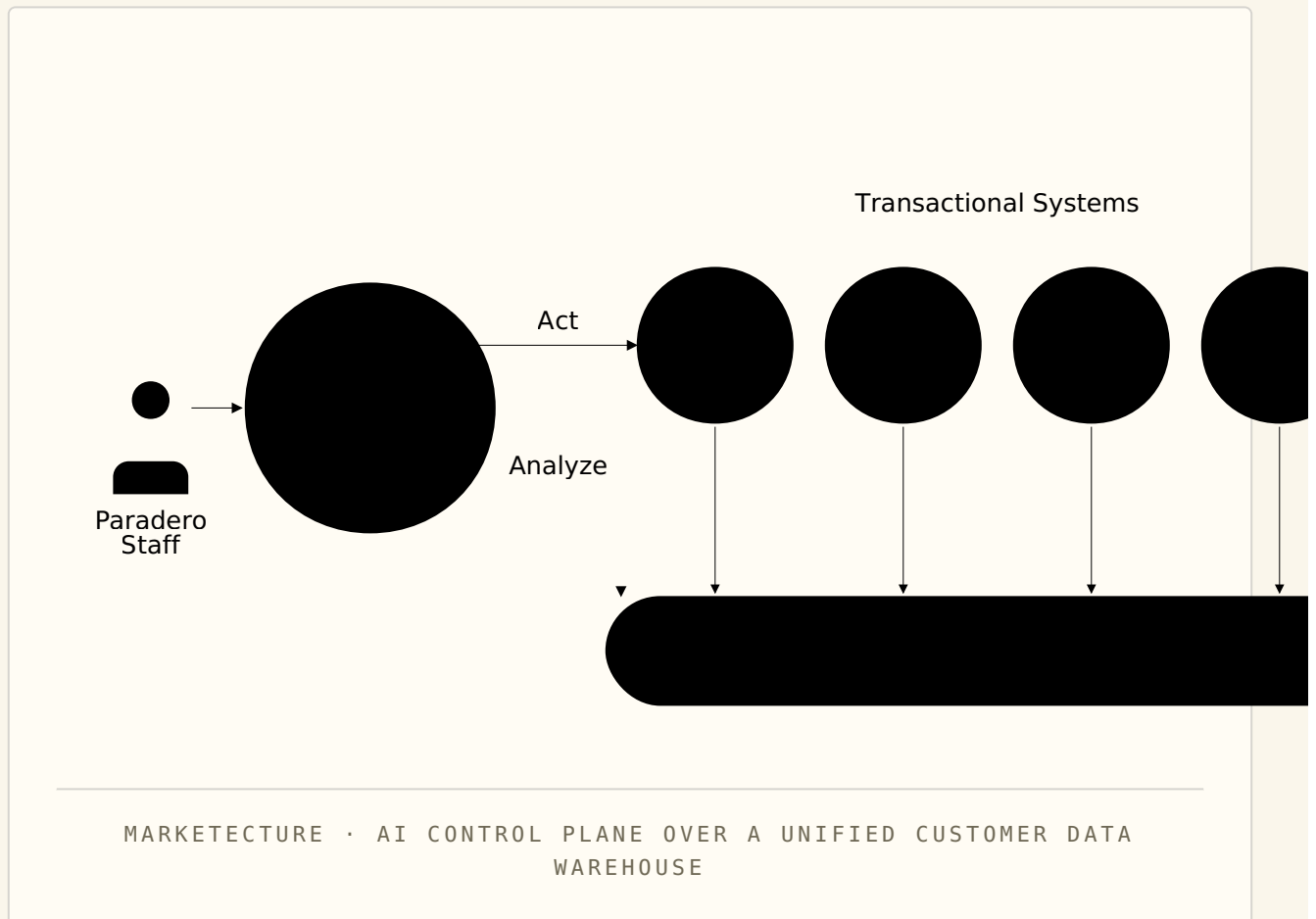
KYRUUS HEALTH

An agentic search experience at **Kyruus Health** that lets 150 million health plan members find providers by asking questions in natural language, and gets answers back and powers appointment scheduling.

DECISION RESOURCES

An agent at **Decision Resources** that lets business process managers explore ERP data, enrich it with external context, and take action on forecasts and recommendations.

Astrodata proposes to integrate Paradero's transactional systems across every key domain (sales, marketing, operations, etc.) in a cloud data warehouse to establish a Customer 360 and Enterprise 360 vantage point. A semantic layer will define contextual meaning and relationships between data elements, which is essential for both business and AI users to engage core datasets. Conversational and agentic AI will comprise the control plane allowing Paradero staff to analyze business opportunities and take action in transactional systems. Activation will be facilitated by a reverse ETL solution that allows Paradero staff, with AI support, to define data extracts (like customer segments or room pricing tables) and automate data movement back into transactional systems.



We are proposing an ongoing advisory partnership alongside a flexible build capability that activates when Paradero is ready. The advisory relationship is the constant, and build work happens in parallel, scoped to what the business needs and when it needs it.

ADVISORY PARTNERSHIP · THE CONSTANT

ONGOING STRATEGIC ADVISORY

\$8,500 PER MONTH · 30 DAYS NOTICE FROM EITHER PARTY

A consistent Astrodata presence in Paradero's working sessions, architecture decisions, and vendor conversations. We stay close enough to the business to know when the data is ready, when the organizational conditions are right, and when it's time to move.

WHAT WE DELIVER, ON AN ONGOING BASIS

- ▲ **Architecture guidance.** A vendor-evaluated recommendation for the data warehouse layer (Snowflake, Microsoft Fabric, Databricks, BigQuery), the ingestion layer, the reverse ETL layer, and the agent runtime. Total cost of ownership modeled across three years, defended against the constraints that matter to Paradero: data residency in Mexico and the build roadmap ahead.
- ▲ **Unified guest profile data model.** The semantic model for `guest_uuid`: which entities resolve to it, which source systems feed it, which downstream agents and tools read from it. Delivered as an entity relationship diagram plus a written specification and implementation recommendations, maintained as the business evolves.
- ▲ **Agent roadmap, sequenced and gated.** Which agent activates when, gated on which data layer milestone. The Revenue Agent, Pre-Arrival Agent, Voice Reservations, and WhatsApp co-pilot each get a readiness checklist covering data dependencies, integration dependencies, policy and human-in-loop design, and success metrics.
- ▲ **Commercial scoreboard.** The metrics framework that tells Paradero whether the platform is paying for itself: direct booking lift, cost per acquisition by channel, advisor-attributed revenue, group conversion rate, homes pipeline velocity, and

guest LTV by segment. Defined early so every build decision is oriented toward measurable outcomes.

HOW WE WORK

Weekly working sessions with operational owners. Async working documents shared in real time. Periodic on-site visits in Mexico City or at the property. A standing readout cadence with the leadership team so strategy stays connected to execution.

ADVISORY RETAINER

\$8,500 per month. Either party can close the engagement with 30 days' notice. Travel billed as reimbursable expenses if approved in writing.

BUILD ENGAGEMENTS · ACTIVATED ALONGSIDE

SCOPED AND CONTRACTED AS THE BUSINESS IS READY

\$240,000 TO \$425,000 INDICATIVE ACROSS INITIAL PROJECTS · SCOPED PER ENGAGEMENT

Advisory work surfaces the right moments to build. When the data is ready, the use case is clear, and the business priority is aligned, we propose a build engagement. Build work is scoped and contracted separately, in parallel with the advisory relationship, and sized to what Paradero needs at that point in time.

The work below represents some of the initial projects we expect to build together, activated in the order that makes sense for the business.

INITIAL PROJECTS

- ▲ **Foundation.** Stand up the warehouse and ingestion layer. Land Opera Cloud, Synxis, dailypoint, Duetto, FareHarbor, and ROH into the chosen warehouse. Build the guest_uuid resolution layer. Replace Power BI silos with the unified semantic model. The first deliverable is a live dashboard the Revenue Manager actually opens every morning.
- ▲ **Revenue intelligence.** Push LTV scores, segments, and preference tags back into dailypoint, WhatsApp, and Duetto. Ship the Revenue Agent in human-in-loop mode. The Revenue Manager sees a daily briefing with recommended rate moves and one-click apply to Duetto. We measure pace lift against control weeks.

▲ **Guest-facing agents.** Ship the Pre-Arrival Agent (drafts personalized messages 7 days out, staff approves) and the WhatsApp AI co-pilot (drafts replies in real time, staff approves). Pilot Voice Reservations for after-hours capture.

▲ **B2B and autonomous operations.** Expand to B2B: TA module intelligence, ROH group scoring, HubSpot homes pipeline enrichment. Move the most reliable agents from human-in-loop to autonomous-within-policy. Add the next data sources (Symphony POS, Book4Time, Quore) as the use cases demand.

INVESTMENT

Each build engagement is sized and contracted when we get there, informed by the advisory work and the conditions on the ground. The indicative investment across the projects above is \$240,000 to \$425,000, scoped more accurately as each engagement is activated.

STAFFING

Astrodata staff may include senior or principal level resources in the following roles:

- ▲ Data architects
- ▲ Data engineers
- ▲ Analytics engineers
- ▲ AI engineers
- ▲ Other product and data specialists

WHY ADVISE FIRST

Three reasons.

REASON 01

THE NEXT 90 DAYS SET FIVE YEARS OF COST AND CAPABILITY

The technology decisions Paradero makes in the next 90 days will determine the cost and capability of the platform for the next five years. Picking the wrong warehouse, the wrong agent runtime, or the wrong reverse ETL approach is a six-figure mistake that compounds. The advisory relationship exists to make those decisions deliberately, with vendor-neutral analysis, before any code is written.

REASON 02

BUILD PROJECTS ARE FASTER AND CHEAPER WHEN INFORMED BY BUSINESS CONTEXT THROUGH PARTNERSHIP

A scoped, sequenced plan with named dependencies cuts the discovery overhead out of the build.

REASON 03

PARADERO STAYS IN CONTROL

With any build plans Astrodata delivers, Paradero owns a costed plan and can take it to any builder, including us. We earn the build work by delivering the advisory well.

WHAT WE NEED FROM PARADERO

To get started.

- ▲ A primary point of contact with decision authority on technology spend.
 - ▲ Access to the Revenue Manager, Director of Sales, Marketing lead, and IT lead for working sessions.
-
- ▲ Read access to Opera Cloud, Synxis, dailypoint, Duetto, ROH, HubSpot, and the current Power BI environment within two weeks of kickoff.

TIMELINE AND NEXT STEPS

The advisory partnership begins within two weeks of countersignature. The first 10 weeks are focused on the foundational deliverables: architecture recommendation, guest profile data model, agent roadmap, and commercial scoreboard. Build engagements are scoped and activated from there, informed by what we learn.

WEEK	MILESTONE
0	Countersignature and kickoff
1 to 3	Discovery, system access, stakeholder interviews, on-property visit (optional)
4 to 6	Architecture options analysis, data model first draft
7 to 8	Agent roadmap, commercial scoreboard, on-property visit (optional)
9	First build engagement scoping
10	Leadership readout and advisory cadence established

CASE 01

TELADOC HEALTH

The largest virtual care provider in the United States. Astrodata embedded with Teladoc's data and analytics teams to deliver a modern data platform purpose-built to support agentic workflows and conversational analytics on top. Snowflake architecture, dbt modeling of clinical, member, and revenue domains, Fivetran ingestion, and Omni Analytics enablement, all designed so that natural-language interfaces and AI agents read from the same governed data the BI team uses.

STACK

Snowflake · dbt · Fivetran · Omni Analytics

This is the foundational precedent for Paradero. A unified profile (member at Teladoc, guest at Paradero), a curated semantic layer, and AI workloads in scope from the architecture forward.

CASE 02

KYRUUS HEALTH

Connects 425,000 providers and 150 million health plan members. Astrodata partnered with Kyruus Health to build an agentic provider search experience. Members ask questions in natural language (“I need an endocrinologist who treats Type 1 diabetes, takes my plan, and has evening availability near me”) and the agent returns matched recommendations grounded in unified provider data. Provider, specialty, condition, plan, and availability data indexed in Elasticsearch as the retrieval layer; Google Gemini doing the reasoning; React for the member-facing experience.

STACK

Elasticsearch · React · Google Gemini

This is the closest precedent to the Pre-Arrival Agent and Voice Reservations agent. Take a natural-language request, reason over a unified profile, return a grounded answer the human can act on.

CASE 03

DECISION
RESOURCES, INC.

40+ years in business, 500+ manufacturing clients, top US Infor CloudSuite Industrial (SyteLine) ERP partner. Astrodata is building a conversational analytics experience that lets process managers explore SyteLine data, enrich it with context from web sources, and take action on forecasts and operational recommendations. Airbyte ingestion into Snowflake, dbt models for orders, inventory, production, supplier, and customer entities, Snowflake Cortex agents reasoning over the modeled layer with grounded retrieval.

STACK

Snowflake · dbt · Airbyte · Snowflake Cortex · Omni Analytics · React

This is the operational analog of the Revenue Agent. A non-technical operator asks a natural-language question against a system of record, gets a grounded answer with external context, and the agent can take action within policy.

LEADERSHIP TEAM

PRINCIPAL
CONSULTANTDAVID
STOCKER

David is a technology leader who brings customer focus and team empathy to the forefront of his strategic and hands-on contributions. His deep background in product strategy, design and engineering allows him to get clients to value faster through hard earned wisdom acquired by leading projects at numerous Fortune 500, mid-tier and start-up companies.

PRINCIPAL
CONSULTANTSPENCER
TAYLOR

Spencer has an extensive background in embedded analytics, helping businesses turn their data into strategic assets. He has a track record of leading teams through data infrastructure transformations to support data application design and development. He has led data modernization initiatives at global logistics, technology, and consumer products companies among many others.

PRINCIPAL
CONSULTANTJOHNATHAN
BROOKS (JB)

JB brings deep expertise designing data and AI systems built for both speed and scale, combining the governance required in healthcare and data-sensitive environments with the agility of high-growth startups. He helps modern data teams move from strategy to execution, including experience deploying enterprise-scale data warehouse, near real-time ML, and agentic AI solutions. Before Astrodata, he led data and analytics engineering at BetterHelp, scaling the company's data capabilities during a period of rapid growth.

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