



CAPABILITIES OVERVIEW · 2026

# BUILD THE DATA LAYER YOUR *2026* *STRATEGY* ALREADY COMMITS TO.

Your roadmap is right: the data lake is the product, the agent layer arrives faster than any timeline predicts, and data readiness is the only real constraint. Astrodata is the team that turns that architecture into operating reality, with commercial execution as the first and most visible win.

ENGAGEMENT MODEL

Embedded data + AI  
partner, not vendor

FIRST VISIBLE  
OUTCOME

Clean attribution &  
revenue intelligence

LONG ARC

Unified guest profile →  
agent layer

## YOUR STRATEGY IS INTERNALLY COHERENT. MOST TEAMS STALL IN EXECUTION.

The 2026 plan makes a hard call most operators avoid: consolidate from 32 platforms toward 22, then 14, then 8, with the unified guest profile as the architectural moat. That is the right call. The next twelve months are about whether the data layer actually gets built — and whether commercial execution shows up in revenue while it is being built.

Astrodata builds modern data platforms and the AI capabilities that run on top of them. Our team has shipped these systems in regulated, multi-stakeholder domains where the data layer is the competitive product, not a back-office utility. That is exactly the bet your strategy makes.

We come in as a boutique partner that augments your two-person IT team, takes ownership of the data substrate end-to-end, and makes the hard decisions about identity resolution, retention, and integration architecture so your roadmap stays on schedule.

---

## FIVE SURFACES, MAPPED TO THE STRATEGY YOU ALREADY WROTE.

Ranked by how directly they advance Josh's stated priority — commercial execution across B2C and B2B — and how cleanly they sit inside the Microsoft Fabric architecture the strategy commits to.

### SURFACE 01

#### MARKETING ATTRIBUTION & REVENUE INTELLIGENCE

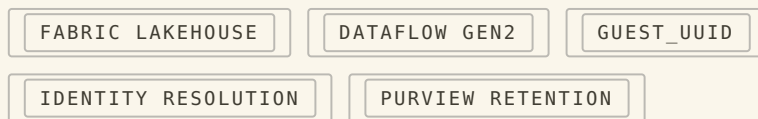
Server-side tagging via Stape.io into Meta CAPI and Google Ads, a marketing data mart in Fabric, and pace + comp-set forecasting that feeds the Revenue Agent precursor. This is the workstream that shows up first in the P&L: cleaner spend allocation, defensible cost-per-booking, and the attribution substrate that has to exist before Pencil AI or Madgicx are worth evaluating.



### SURFACE 02

#### THE UNIFIED GUEST PROFILE

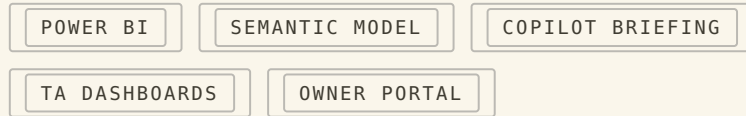
Microsoft Fabric Lakehouse architecture, the eleven Azure Data Factory source pipelines, and the identity-resolution layer that joins Opera guest\_id with dailypoint contact\_id and the WhatsApp phone hash. We design the guest match confidence scoring (HIGH / MEDIUM / LOW), build the manual override workflow for TA and corporate-account guests, and own the LFPDPPP retention rules in Microsoft Purview.



### SURFACE 03

### EMBEDDED ANALYTICS FOR COMMERCIAL USERS

Power BI Semantic Model on Fabric, plus the daily revenue briefing into André's Teams inbox at 7am, which the strategy already names as the first agent deployment. From there: travel-advisor production dashboards (Virtuoso, Signature, Ensemble, Bonotel, TripArc), a homes-buyer pipeline view, group-sales pace, and an owner-statement portal for the rental-pool homes.



### SURFACE 04

### THE AGENT LAYER

Revenue Agent, Pre-Arrival Agent, and Maintenance Agent — built as the strategy specifies, in human-in-loop posture, and only on top of a guest profile that has earned the trust of the team. Pre-arrival drafting goes through dailypoint and Claude API; revenue recommendations go through Duetto and OHIP; maintenance dispatch flows through Quore. The data substrate from Surface 02 is the prerequisite.



### SURFACE 05

### VOICE & MESSAGING INTEGRATION ARCHITECTURE

We don't build voice agents. We do design the integration architecture that determines whether Riviera, Duve, or any successor writes structured preference tags back to the guest profile, checks real-time OHIP availability, and hands off to a human via Teams Phone with a warm summary already written. Without this layer, the voice agent is an expensive FAQ bot.



## TWO PHASES, SEQUENCED SO COMMERCIAL EXECUTION SHOWS UP FIRST.

Detailed scope, milestones, and pricing live in the proposal. This is the shape.

### PHASE 01

#### FOUNDATION & FIRST REVENUE SIGNAL

Q2 – Q3 2026 · ~90 days

- ▲ Fabric region & architecture validation, ADF pipeline scoping, guest prototype with sample data
- ▲ Stape.io deployment, Meta & Google attribution piping, marketing data mart in Fabric
- ▲ Interactive unified-guest 360 demo with simulated data, modelled on our healthcare analytics demo pattern
- ▲ dailypoint / Duve / Klaviyo integration spec aligned to whichever CRM decision lands

### PHASE 02

#### PRODUCTION DATA LAYER & FIRST AGENTS

Q4 2026 – Q2 2027 · ~6 months

- ▲ Production ADF pipelines for Opera Cloud (post-cutover), Symphony, dailypoint, WhatsApp, FareHarbor
- ▲ Power BI Semantic Model + Copilot daily briefing live in Teams
- ▲ Revenue Agent HITL pilot, scoped around the villa opening
- ▲ Pre-Arrival Agent HITL pilot through dailypoint + WhatsApp

**On platform alignment:** Astrodata's reference stack is Snowflake, dbt Labs, Omni Analytics, and Astronomer. Your strategy commits to Microsoft Fabric for sound consolidation and data-residency reasons. We deliver on the substrate you've chosen — dbt now runs on Fabric Warehouse, ADF and Power Automate are the right integration layers for an OHIP-native hospitality stack, and Power BI is the correct internal analytics tool given M365 leverage. We will tell you when an Astrodata-preferred pattern doesn't apply, rather than steer the architecture toward our defaults.

## BOUTIQUE BY DESIGN. SENIOR EVERY TIME.

We staff engagements with principal-level people doing the work, not a leveraged team behind a partner. The plan you signed is the team you get.

### CAPABILITIES

---

#### **Advisory**

Architecture guidance, AI readiness, and platform selection — cutting through vendor noise to align to business outcomes

---

#### **Analytics & Agentic AI**

From foundational data modeling to LLM-powered agentic workflows; activate data and turn insight into action

---

#### **Data Architecture & Engineering**

Modern pipelines and products built for scale, reliability, and long-term ownership by your team

---

#### **Data Monetization**

Semantic layer to polished UI; embedded analytics experiences that drive adoption, retention, and revenue

### SELECTED CLIENTS

---

TELADOC

VIRTUAL CARE PLATFORM

---

KYRUUS HEALTH

PROVIDER DATA & PATIENT ACCESS

---

DECISION RESOURCES

MID-MARKET MANUFACTURING ERP

## NEXT STEP

A WORKING SESSION WITH YOUR SUB-COMMITTEE, BEFORE THE PROPOSAL.

We'd like 60 minutes with whoever owns the data and commercial calls. Walk through the five surfaces against your real constraints — the dailypoint decision, the Fabric region availability, the IT capacity question — and align on what Phase 01 actually contains before we send formal scope.

---

CO-FOUNDER

David Stocker

[david@astrodata.us](mailto:david@astrodata.us)

CO-FOUNDER

Spencer Taylor

[spencer@astrodata.us](mailto:spencer@astrodata.us)

WEB

[astrodata.us](http://astrodata.us)

[astrodata.us](http://astrodata.us)