

# FAMILY BUSINESS

What makes us  
a calculable  
and reliable factor  
of ongoing success  
for our customers



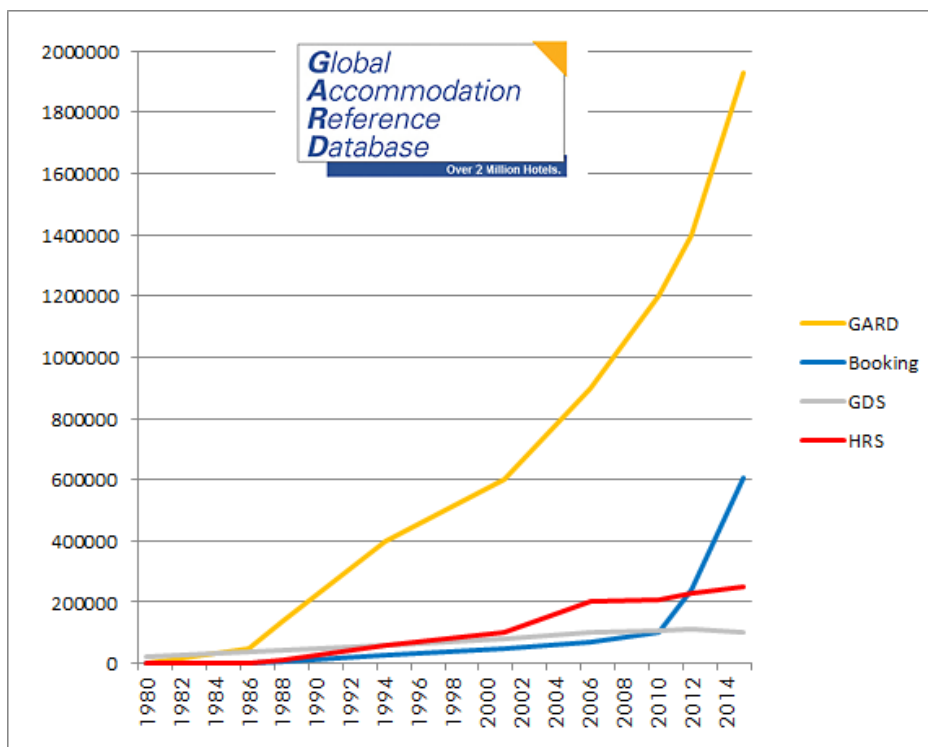
## THE HISTORY OF HOTEL DATA (I)

Before 1960	No hotel database existent.
1964	Sabre GDS introduced.
1980	Sabre GDS grown to 20,000 hotels.
1986	<p>“<b>GARD</b> - <b>G</b>lobal <b>A</b>ccommodation <b>R</b>eference <b>D</b>atabase” project kicked off.</p> <p>GDS systems arrive at up to 40,000 Hotels. HRS lists 2,500 Hotels.</p>
1988	<p>“<b>GARD</b>” has collected and recorded 140,000 Hotels. Since this year until today it continuously and undisputed holds the record of being world's biggest hotel database.</p>
1994	<p>“<b>GARD</b>” covers all Europe. Database contains 400,000+ hotels.</p>
1996	<p>Expedia founded as a division of Microsoft. 1999: Expedia was spun off. 2003: Microsoft became DELTA CHECK customer.</p> <p>Booking.com founded in Enschede. HRS goes online with hotel booking website.</p>
2001	<p>“<b>GARD</b>” meanwhile lists 600,000+ Hotels.</p>
2006	<p>After 2 decades of daily data collection, “<b>GARD</b>” jumps well over 1 million hotels.</p>
2014	<p>800,000 private properties are added to the <b>Global Accommodation Reference Database</b>.</p> <p>The database now contains the data of more than 95 % of the global accommodation industry:</p>
2015	<p>2,300,000 commercial properties at 238,000+ destinations in all 254 countries and territories, incl. Antarctica.</p> <p>“<b>GARD</b>” outperforms every existing hotel data collection by at least 2 million properties.</p>

## THE HISTORY OF HOTEL DATA (II)

Since 1988 “GARD”, the “Global Accommodation Reference Database” leads the market of hotel data.

Since then until today it continuously and undisputed holds the record of being world's biggest hotel database.



Today it delivers detailed data of more than 2,300,000 accommodation properties in all 254 countries and territories worldwide, incl. Antarctica.

It more than ever outperforms every existing hotel data collection by at least 2 million properties.

With regard to publicly available hotel databases, “GARD” is bigger by a factor of 10 compared to the runner-up.

## THE PILLARS OF DOMINANCE = DIRECT CUSTOMER ADVANTAGE

The reasons for this decades-long monopolistic global dominance are immediately the most important advantages for our customers:

### Family owned and operated from day 1 until today

That means: We are completely unaffected by the devastating effects of brain drain, bigger companies are in permanent hustle with. Know-how and experience has always been in the hands of the family where it could accumulate for meanwhile 3 decades.

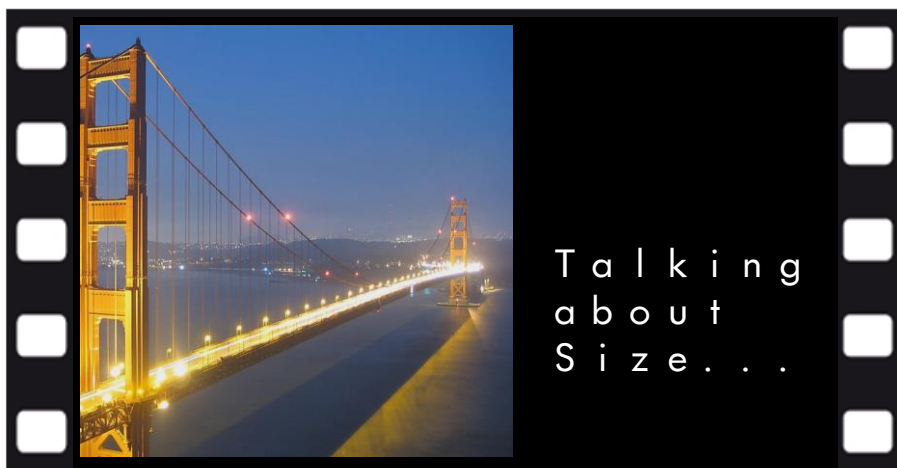
It is this uninterrupted accumulation of expertise and assets that has made our exponential growth possible.



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▼ **Complete and absolute independency**

Our entire economic independence allows bold decisions, only geared to customers' needs and wishes. At the same time it permits to strictly focus on utmost quality, resulting in a quality promise and guarantee that literally is second to none ("Our cold data is better than your customer data!").



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[www.delta-check.com/wp-content/uploads/2015/11/DELTA-CHECK\\_Talking-about-Size.mp4](http://www.delta-check.com/wp-content/uploads/2015/11/DELTA-CHECK_Talking-about-Size.mp4)

▼ **Future oriented development**

While most companies must fearfully follow their quarterly figures to satisfy their investors, DELTA CHECK has the freedom of consequently developing the future.

Our "GPI", the "Global Property Identifier" is just one of the outstanding results of this freedom.

Unlimited passion

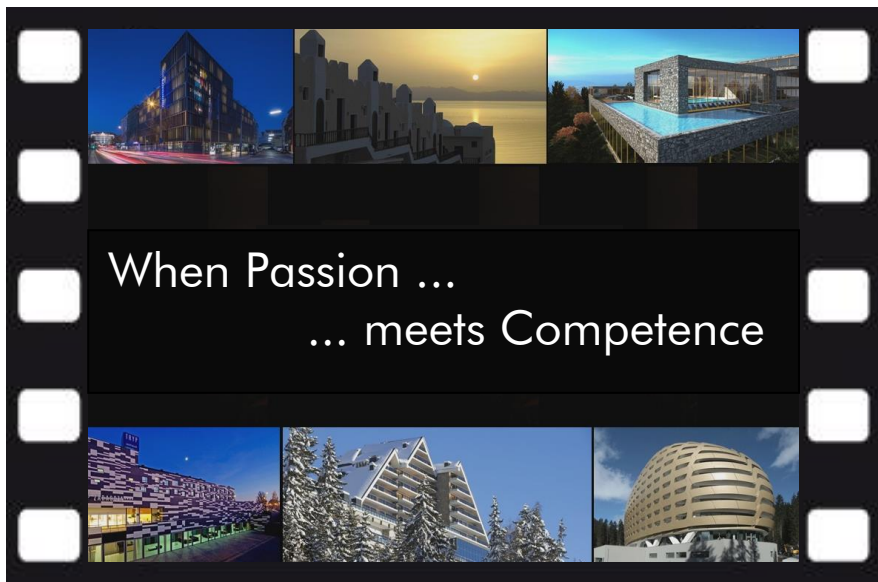
Our “GARD - *Global Accommodation Reference Database*” has never been planned to be a “product”.

For long years it has been a NFR project (not for resale), only developed for exclusive use within the family’s own retailing businesses.

As such nothing but the best has been chosen with budgets ignored constantly to make this database a superior marketing tool.

Its crucial importance for the success of our retailing business certainly explains the tremendous passion evolving: The database after all was the core component of personal success. No surprise, we were driven by blazing passion.

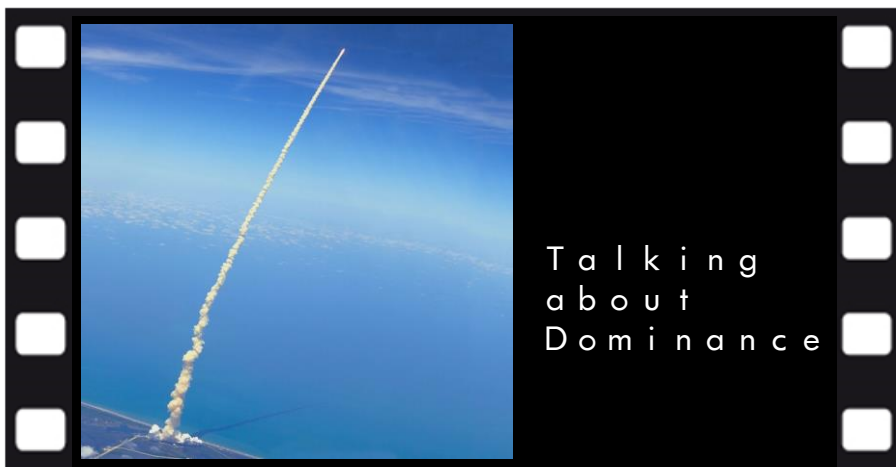
As we are today:



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All these strategic advantages immediately pay out for our customers:

They have made our family a trustable and reliable partner for more than a quarter of a century in the past.



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Talking-about-Dominance.mp4](http://www.delta-check.com/wp-content/uploads/2015/11/DELTA-CHECK_Talking-about-Dominance.mp4)

And they will do so for decades to come...



Like father, like son !

There is a perfect guarantee for uninterrupted development and success: My son Ahmed. Graduated from Cairo's distinguished "Ain Shams University", this young engineer has already earned his stripes outside the family business.

He entered DELTA CHECK four years ago. In his latest and recent position he is sharing responsibilities with me, signing per procuracy as Executive Director.

Actually it looks like he wants to shoot for the moon and outperform me. Nothing will make me more happy and proud: He has my unlimited support to even reach this goal!





## OUR UNIQUE QUALITY PROMISE - SECOND TO NONE

Everybody knows: "Cold data" can never reach the quality level of real customer data as stored in a CMS for example. Recording the data of a real customer will always be of superior quality compared to just an aggregated list of cold non-customer data.

This reality is simply attributed to the fact that much more information is available from a customer than from a non-customer.

After 3 decades of data recording and data management DELTA CHECK now turns this issue upside down.

We promise and guarantee our cold data being at exactly the same high quality level as your very own inhouse customer data.

At least!

## GLOBAL DATA MANAGEMENT



50+ native speaking data correspondents around the world.

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