

BAKYSON

DESIGN. BUILD. INTEGRATE.

FROM INFRASTRUCTURE TO EXPERIENCE

How ICT Is Redefining Hospitality Value

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The Four Invisible Layers of Performance

Assets no longer compete on physical design alone. They compete on performance.



01

Operational Uptime

Consistent performance without disruption, the foundation every guest experience is built upon.



02

Guest Experience Consistency

Seamless, intuitive, and reliable interactions at every touchpoint, every time.



03

Energy Intelligence

Reducing consumption while maintaining comfort, smart resource management built into the asset.



04

Digital Infrastructure Resilience

A backbone that supports future growth; scalable, adaptive, and built to last.



The Developer's Dilemma

Scenarios of *Failure*



The Hollow Opening

01

Exceptional architecture. Wi-Fi and streaming fail within days of launch.

"The building opened. The experience did not."

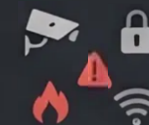


The Under-Engineered Revenue Center

02

Premium conference rooms. Video and wireless collaboration remain inconsistent.

"A revenue center was built. But not fully engineered."



Fragmented Operations

03

Siloed systems force teams to manage technology instead of guests.

"Operations teams begin managing systems instead of guests."

Hidden Value Leaks

5 Gaps Eroding Asset Performance

Every gap below represents silent revenue walking out the door.



Connectivity Failures

Satisfaction drops. Repeat bookings disappear.



Siloed Systems

Systems deliver cost, not value.



Energy Waste

Unoccupied rooms, unmanaged consumption.



Security Fragmentation

Surveillance and access working in isolation.



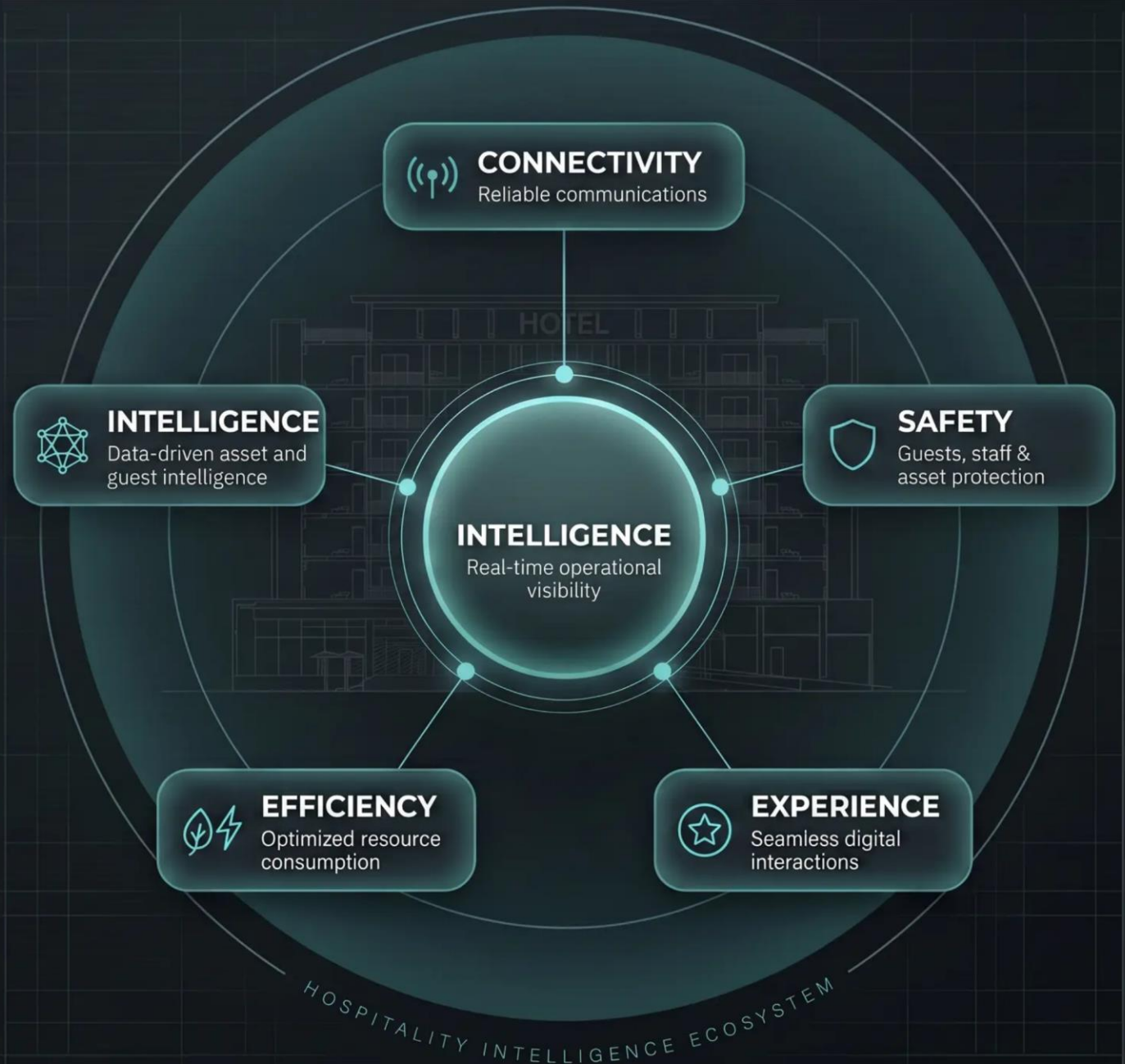
Underperforming Conference Spaces

Premium spaces failing to generate premium revenue.

What is not integrated is not performing.

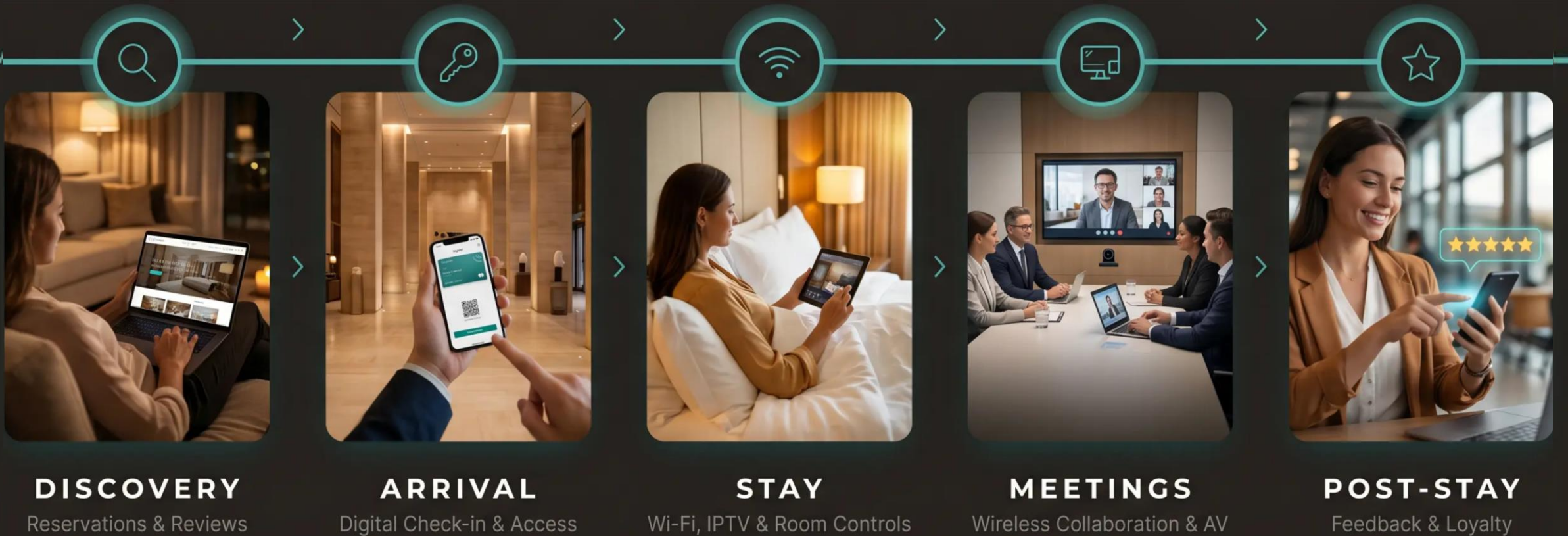
The BAKYSON Hospitality Intelligence Framework™

*Integrated layers improve asset performance.
Independent layers increase complexity.*



The Digital Guest Journey

A Unified Experience



“Every touchpoint, one seamless experience.”

EXECUTION OUTCOMES

What Success Looks Like



Guest Satisfaction

Higher review scores and stronger repeat booking rates



Operational Visibility

Real-time insights that empower management decisions



Lifecycle Efficiency

Reduced support costs and predictable maintenance cycles



Asset Resilience

Scalable ecosystems that evolve with every guest generation

THE OUTCOME

“Performance is not an accident — it is the result of decisions made by design.”



STRATEGIC TIMING

Early Design Matters



LATE ADOPTION

Technology as an afterthought

- ↓ Higher installation costs
- ↓ Delayed opening timelines
- ↓ Compressed operating margins



EARLY DESIGN

Technology as a strategic asset

- ↑ Brand approvals accelerated
- ↑ Opening timelines protected
- ↑ Operating margins optimized

*“Technology installed late becomes **cost**. Technology designed early becomes **value**.”*

— BAKYSON Design Philosophy

*AFRICA'S OPPORTUNITY IS NOW

BUILDING HOTELS THAT PERFORM

Open Faster · Operate Smarter · Earn Longer · Adapt Better

Design. Build. Integrate. — The BAKYSON approach to smarter African hospitality assets.

BAKYSON

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