

2015  
Founded

16  
Employees

- » Consolidates data streams, e.g. PMS
- » Creates guest segments
- » Creates holistic guest profiles
- » Sorts by attributes
- » Double Opt-in/Opt-out process
- » Integrated Email Templates
- » Intuitive Email Builder
- » Automation Builder
- » Integrates with other systems

## Milestones

- 2011** Founded MapCase Media GmbH
- 2012** Launched MAPtoSNOW App
- 2014** Won German Accelerator grant
- 2015** Founded MountLytics
- 2017** Seed Investment and Pivot to hotel industry
- 2018** Go-Live MVP (Minimum Viable Product) with pilot customers

## About MountLytics - The Mission

MountLytics is a Customer Relationship Management system (CRM) for hoteliers.

We understand Customer Relationship Management (CRM) as a strategic and holistic company approach. Based on a symbiosis of Relationship Marketing and Data Management, CRM is not an isolated function within a company but fundamentally shapes company processes and its philosophy.

MountLytics supports hoteliers in getting to know their guests better and communicating more effectively and personally with them, thus creating unique experiences for their guests.

Through thousands of guest contacts MountLytics facilitates personal communication between hotel and guest in real time. This is achieved by integrating several existing data streams from different databases, e.g. the hotel's PMS data, into one system.

Hence, data silos are dissolved and a holistic view onto the guest is made possible for the first time.

*Bastian Kneissl: "I'm driven to change entire industries and markets through innovative products. I'm passionate about technology and create digital solutions that focus on customer needs. With this combination I've been specializing on the tourism industry and its potential."*

*Xaver Wegmann: "Hoteliers should stop optimizing their processes toward gathering more data to create bigger databases and even more data silos."*

*Processes need to be optimized toward increasing data quality for the most important data sets; hotel employees need to be enabled to spend MORE time on maintaining and nurturing customer relationships than on processes that can be standardized and automated."*

## Management



**Bastian Kneissl**  
CEO & Founder



**Xaver Wegmann**  
COO & Co-Founder



**Christoph Becker**  
CTO



**Carina Stegmayer**  
Head of Customer  
Success Management

## Organization

- » Chief Executive Officer & Founder: Bastian Kneissl
- » Chief Operating Officer & Co-Founder: Xaver Wegmann
- » Chief Technology Officer: Christoph Becker
- » Head of Customer Success Management & Advisory Services: Carina Stegmayer
- » Finance & Controlling: Nathalie Heger
- » Employees: 16

## Business areas

- » Private hotel businesses
- » Small to mid-sized hotel chains
- » Destination & Tourism associations
- » Hostels
- » Camping

## Integrations

### PMS



### Other Systems



## The Vision

The system learns with every interaction and knows the guest better with every stay at the hotel. Over time communication gets tailored precisely to the individual guest.

This effect will be considerably heightened through the use of artificial intelligence and extended from classic emails to other messaging services.

In the long run, we, MountLytics, want to become a digital host supporting the hotelier to create highly individualized and unique experiences for the guests.

With this goal we strive for higher guest satisfaction, a facilitation and improvement of the hotelier's work processes as well as an increase in hotels revenue. With this unique data analysis the relationship between hotelier and guest is strengthened sustainably.

## The Team

Our team consists of digital visionaries, passionate coders, resourceful marketers and seasoned experts from the hotel industry.

It is the background knowledge of a hotel's operative processes, the daily challenges in distribution, the market overview from classic distribution channels to modern multi-channel strategies as well as insights into the technical landscape of the hotel industry that fuels our vision with the necessary market expertise.



## The Software

To translate this company approach into technology we built MountLytics, a software solution with a microservices infrastructure and supported it with machine learning – so the solution is sustainable even in the future to come. Python was chosen as a base language as it enables agile programming and fast progression of the software.

We put special emphasis on the usability of the interface. Designing emails and sending them through an automated process becomes – contrary to other solutions – an easy task for the hotelier with MountLytics, without requiring any prior technological knowledge. And so guest communication is revolutionized.

## Company Overview

- » **Company name:** MapCase Media GmbH
- » **Product:** MountLytics
- » **Central Location:** Eschborn, near Frankfurt/Main, Germany
- » In Eschborn the fields of executive management, business development, sales, account management, product management and marketing are located.
- » **Registered headquarter:** Leipzig, Deutschland
- » In Leipzig lies our technical development focus.
- » **Year of companys foundation:** 01.02.2015
- » **Start of Developement of CRM for Hoteliers:** 2017

## Contact Information

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## The History

Bastian Kneissl, founder of MountLytics, already conducted research on identity management, the internet of things and big data during his diploma thesis in cooperation with Fraunhofer Institut.

Xaver Wegmann, co-founder, joined the team in November 2013, contributing his experience working during and after his studies at SAP Philadelphia, KfW and Capgemini Consulting. “IT” and “digital” are the common thread that runs through his life.

Both are connected through their shared passion for skiing.

- » **2011:** Development of the outdoor app MAPtoSNOW, that enthused hundreds of thousands of users. This was the first startup founding realized through the EXIST founder’s grant.
- » **2012-2013:** Further development of the gamification apps MAPtoSNOW, MAPtoHIKE and MAPtoBIKE
- » **2014:** The idea for MountLytics was born during Bastian Kneissls time in Silicon Valley. Through winning the German Accelerator grant he spent some time overseas and learned the Lean Startup Method.
- » **2015:** The team implemented successful projects for numerous bigger companies, most of them being relationship management solutions. *“This is where we learned a lot, e.g. about the potential that big data could have.”* (Bastian Kneissl)
- » **Since 2017** Xaver and Basti are pushing the development of MountLytics to establish a product specialized on the hotel industry. The project was awarded with a seven-figure seed financing. This enabled the further development of MountLytics to create a entirely new and holistic communication strategy between guest and host in the hotel industry.
- » The goal: Optimizing the product with artificial intelligence so MountLytics delivers highly individualized multi-channel communication to the guest.

## Press Contact

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