



PRODUCT OVERVIEW · 2026

12 reasons operators choose Arcus.

Arcus is the AI operations platform that turns raw booking data into a complete shift brief — named staff, predicted occupancy, revenue forecast — in under a minute. What follows is exactly why it outperforms every alternative available today.

12

01

AI-powered data ingestion — zero reformatting

Drop any CSV or XLSX from your PMS and Claude reads it regardless of column naming or date formats. No field mapping wizard, no template. Competitors require structured input — Arcus accepts any export and makes sense of it automatically.

02

Preview before commit

After Claude analyses a file, every parsed record is shown — date, shift, bookings, revenue, occupancy — with a confidence rating and a natural-language summary. Nothing is saved until the user confirms. Most tools import blindly.

03

Shift-level granularity

The entire data model works at morning / afternoon / evening level. Forecasts, heatmaps, and charts break performance down by shift. Most hospitality tools report daily averages — Arcus shows which shift is underperforming.

04

The brief format — actionable, not informational

Forecast output is framed as an operations brief, not a number dump. It tells staff what to expect, what to prepare, who is on. Users get something they can hand to a manager and action immediately.

05

Named staff in every forecast

The staff page feeds directly into forecast generation — briefs reference actual names and roles. Competitors output "you need X staff". Arcus outputs "Sarah (Senior Host), James (Bar Lead)" — eliminating the translation step.

06

Week-ahead generation

Higher-tier plans surface a 7-day strip showing forecasts for the full upcoming week at a glance. Most tools are reactive. Arcus is proactive — giving operators time to adjust staffing before the week begins, not on the morning of.

07

Visual design operators trust

The warm cream palette, italic serif headings, and clean card layout feel considered rather than enterprise-y. Hospitality people are visual — they respond to tools that feel like they belong in their world, not a procurement catalogue.

08

Dashboard with genuine business intelligence

Animated ring KPIs, a 3D isometric shift chart, dual-axis booking trends, a shift heatmap, and a radar chart for shift performance comparison. No other hospitality tool at this price point offers this level of visual analysis.

09

Credit model — low barrier to entry

10 credits for \$19 lets any operator try the product for two weeks and see ROI before committing. No annual contract, no seat licences, no sales call. Hospitality SaaS is notorious for lock-in; Arcus removes every friction point.

10

Branded, contextual email flows

Password reset and onboarding emails match the product aesthetic. Most SaaS tools send generic third-party auth emails — Arcus sends communications that feel like they came from the same product the user opened this morning.

11

Multi-property architecture built in

Properties are a first-class concept — users switch between venues from the nav. A GM running multiple sites uses one account, one subscription, one dashboard. Most tools in this segment are single-venue and charge per location.

12

Instant audit trail on Bookings

The 60-record history table — date, shift, occupancy, revenue, notes — is always visible below the upload zone. No separate reports screen. The data is contextually present exactly where operators are already working.



No other tool takes a raw PMS export and turns it into a named, shift-level staffing brief in under a minute.

That workflow — upload ' Claude reads it ' preview ' confirm ' generate brief — is unique, fast, and directly saves money on the very next shift. Every other advantage in this document is a supporting argument for this single core truth.

RETURN ON INVESTMENT

Labour is typically 30–35% of hospitality revenue. A single well-staffed shift with 8% labour saving on a \$6,000 revenue night = \$480 saved. The Professional plan at \$59/month pays for itself before the third shift of the month.



Ready to stop guessing?

Start free — your first forecasts are on us. No credit card, no setup fee, no sales call. Import your booking history, generate your first brief, and see the difference on your next shift.

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