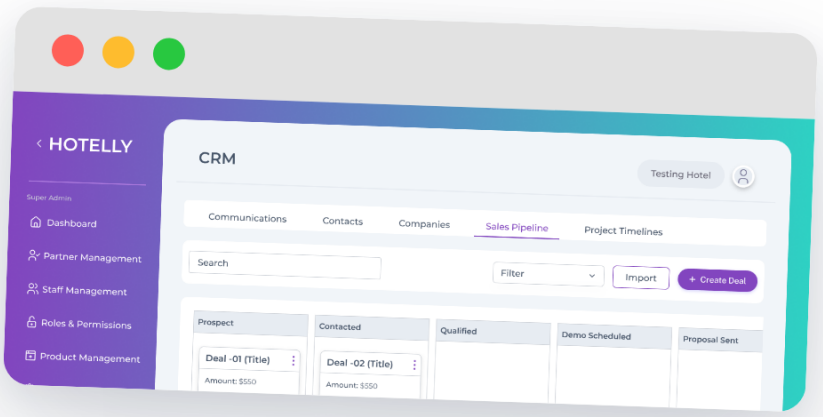
CASE STUDY · 2026

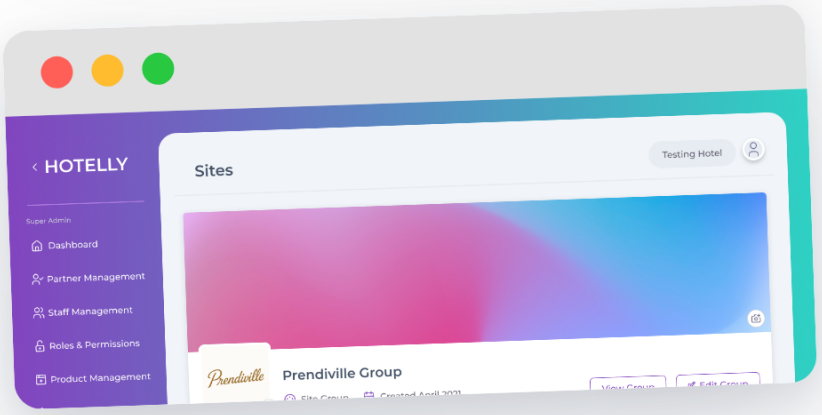
Divescale

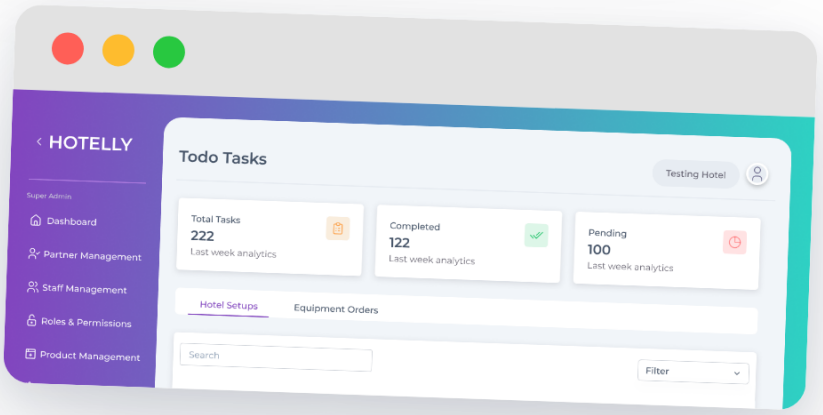
HOTEL OPERATIONS

Hotelly

An all-in-one hotel operations management platform. From sales pipelines and site oversight to billing and task tracking, designed for multi-property hospitality teams.







CLIENT

Hospitality Technology Company

DELIVERED

2026

The Operational Fracture

Multi-property hotel operators ran their business on a patchwork of disconnected tools. Spreadsheets for CRM, separate systems for billing, and emails for task tracking. Nothing talked to anything else.

1

Scattered Sales Data

Sales pipelines lived in spreadsheets. Project timelines were drawn in PowerPoint. Email threads were the CRM.

2

Invisible Site Health

No centralized view of which properties were active, which users were assigned, or what billing was outstanding.

3

Billing in the Dark

Partner invoices were generated manually. Reconciliation was a weekly ordeal. Revenue leaks were common.

4

Task Chaos

Hotel setups were tracked on paper. Tasks got lost, responsibilities were unclear, and deadlines were missed.

5-8	3-4 hrs	40%	12-24 hrs
Disconnected tools	Weekly reconciliation	Leads lost	Billing resolution delay

CHAPTER 02

The Platform In Detail

Divescale replaced the chaos of disconnected hotel tools with a single platform that unifies sales, operations, billing, and tasks.

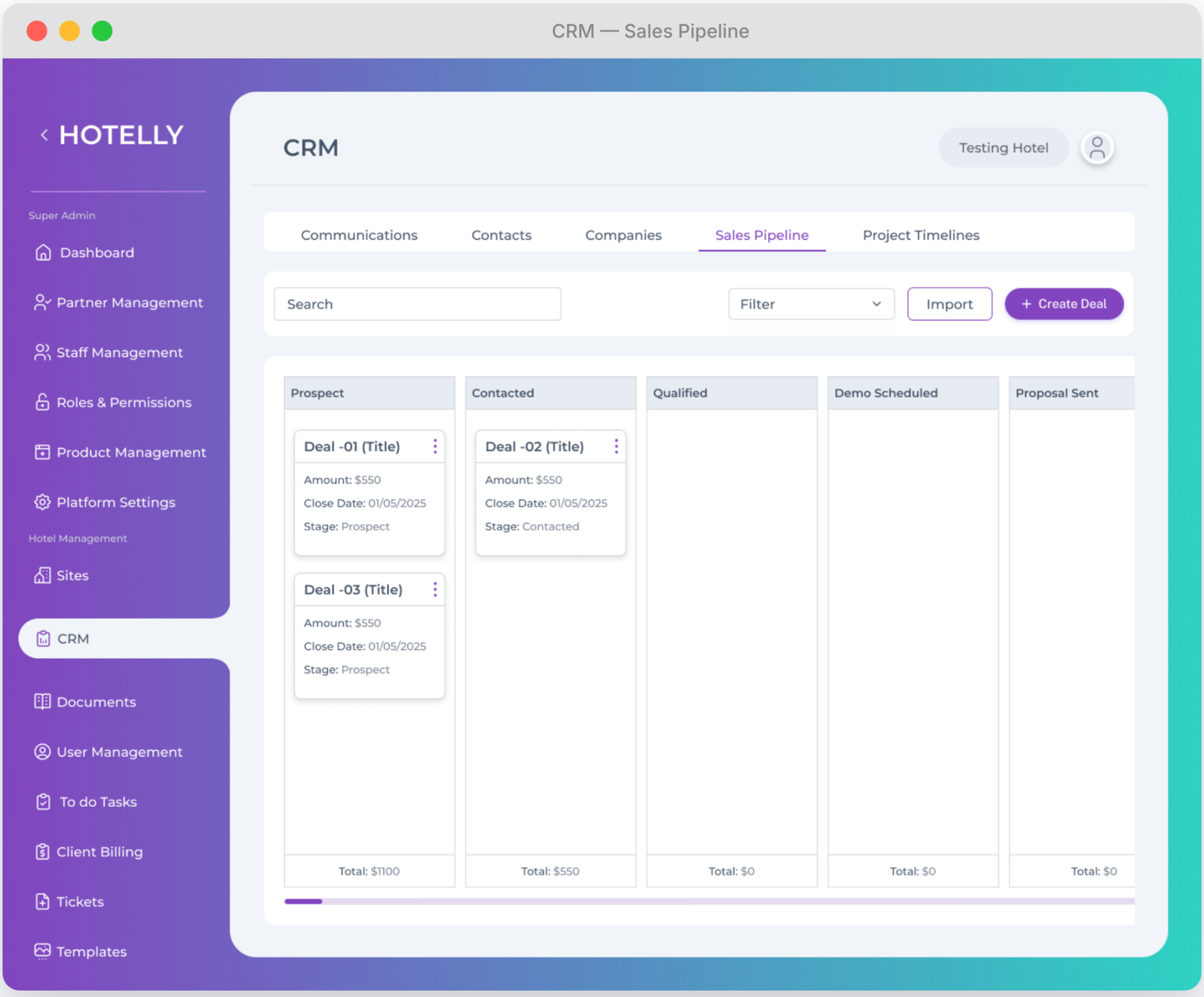
- CRM & Sales
- Site Operations
- Billing & Finance
- Task Management

NEXT.JS · NESTJS · TYPESCRIPT · POSTGRESQL · AWS · DOCKER

CRM & SALES · FEATURE 01

Sales Pipeline & Project Management

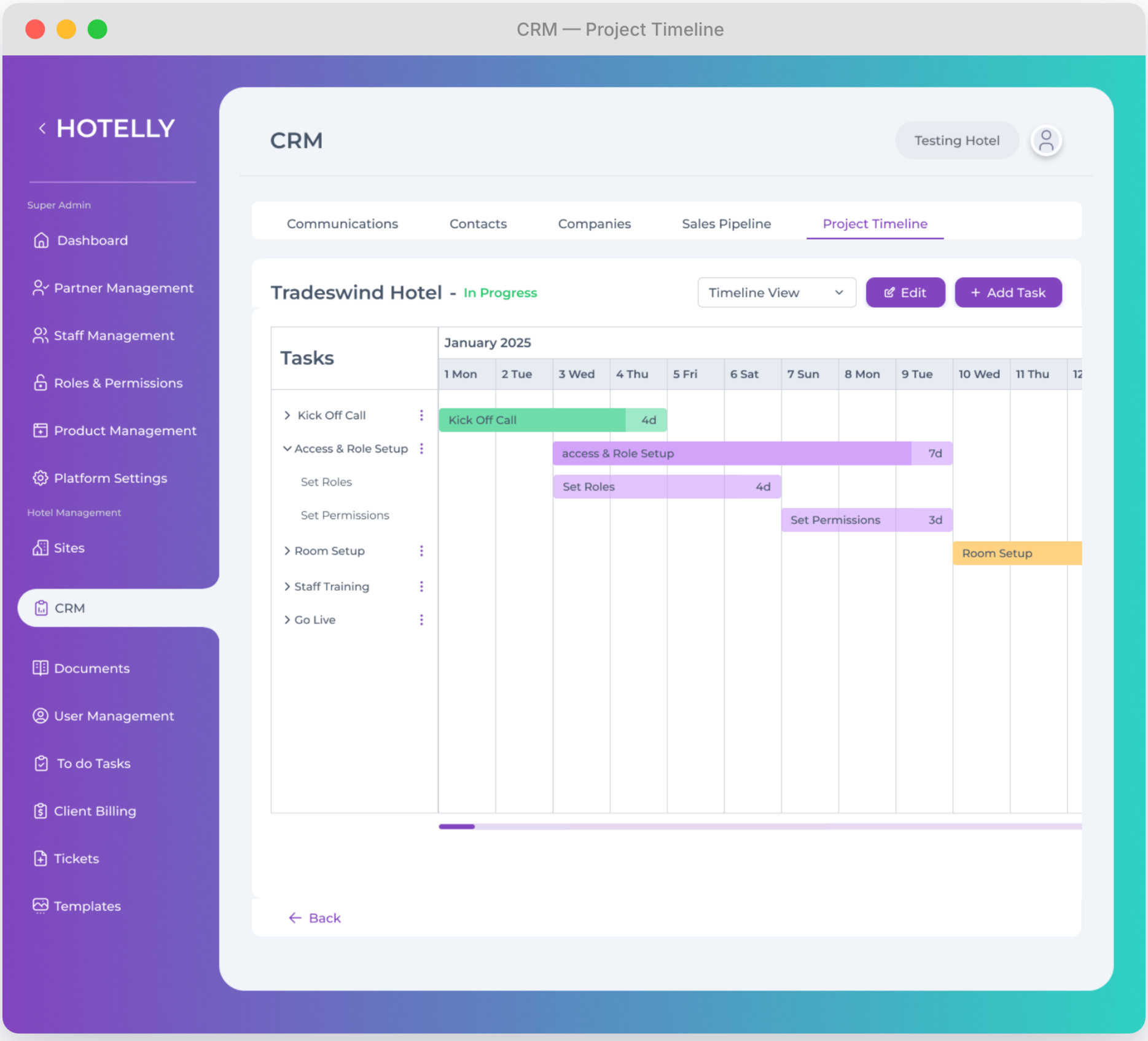
Before Hotelly, sales teams tracked leads in spreadsheets, project timelines in slide decks, and emails in a shared inbox. Every handoff was a guess. Now the entire sales lifecycle is visible from one screen.



CRM & SALES · FEATURE 02

Project Timelines

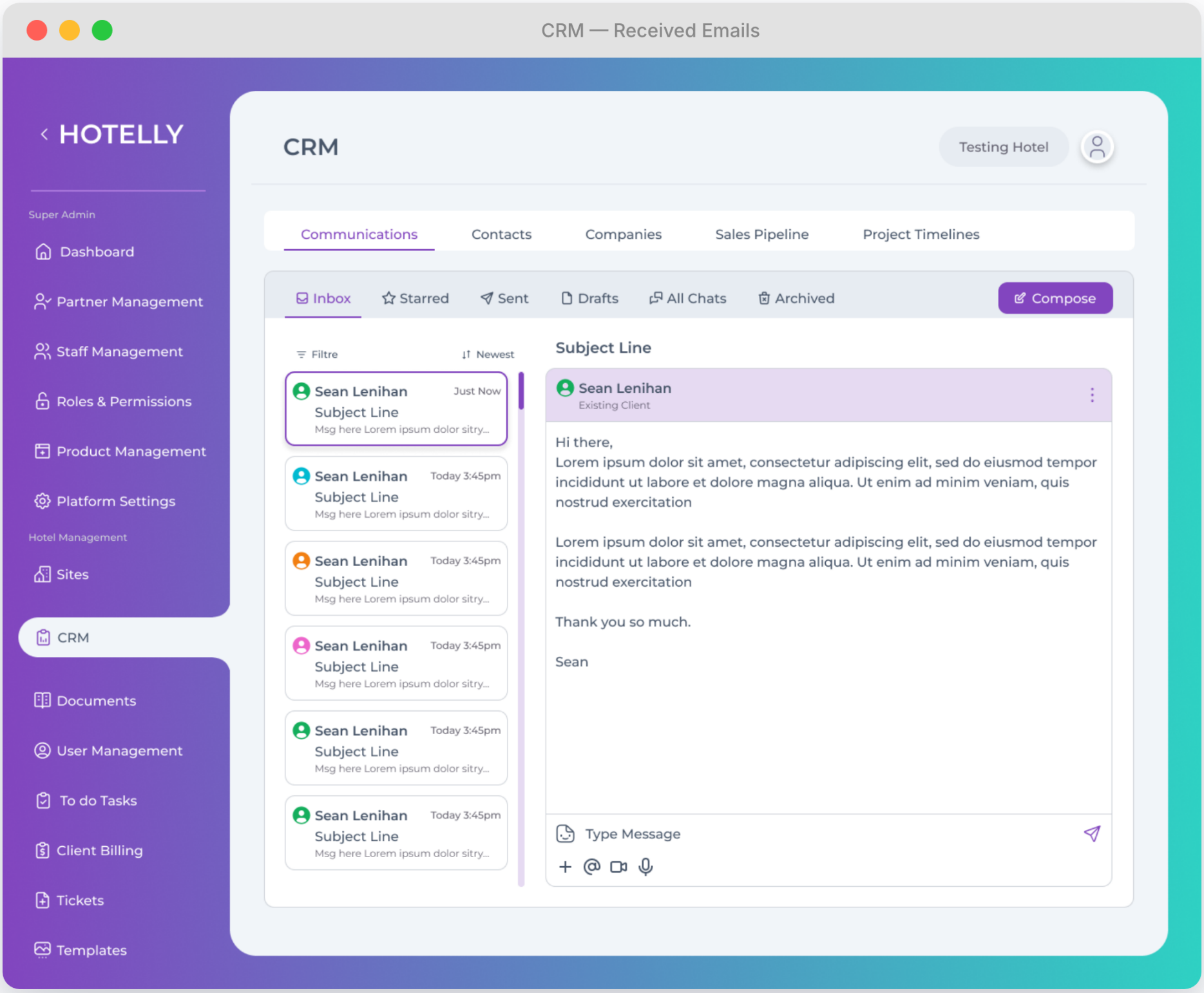
Every deal has a timeline. Before, this was a PowerPoint. Now it is a live, connected view that updates as the deal moves through stages. Milestones are visible, deadlines are tracked, and progress is automatic.



CRM & SALES · FEATURE 03

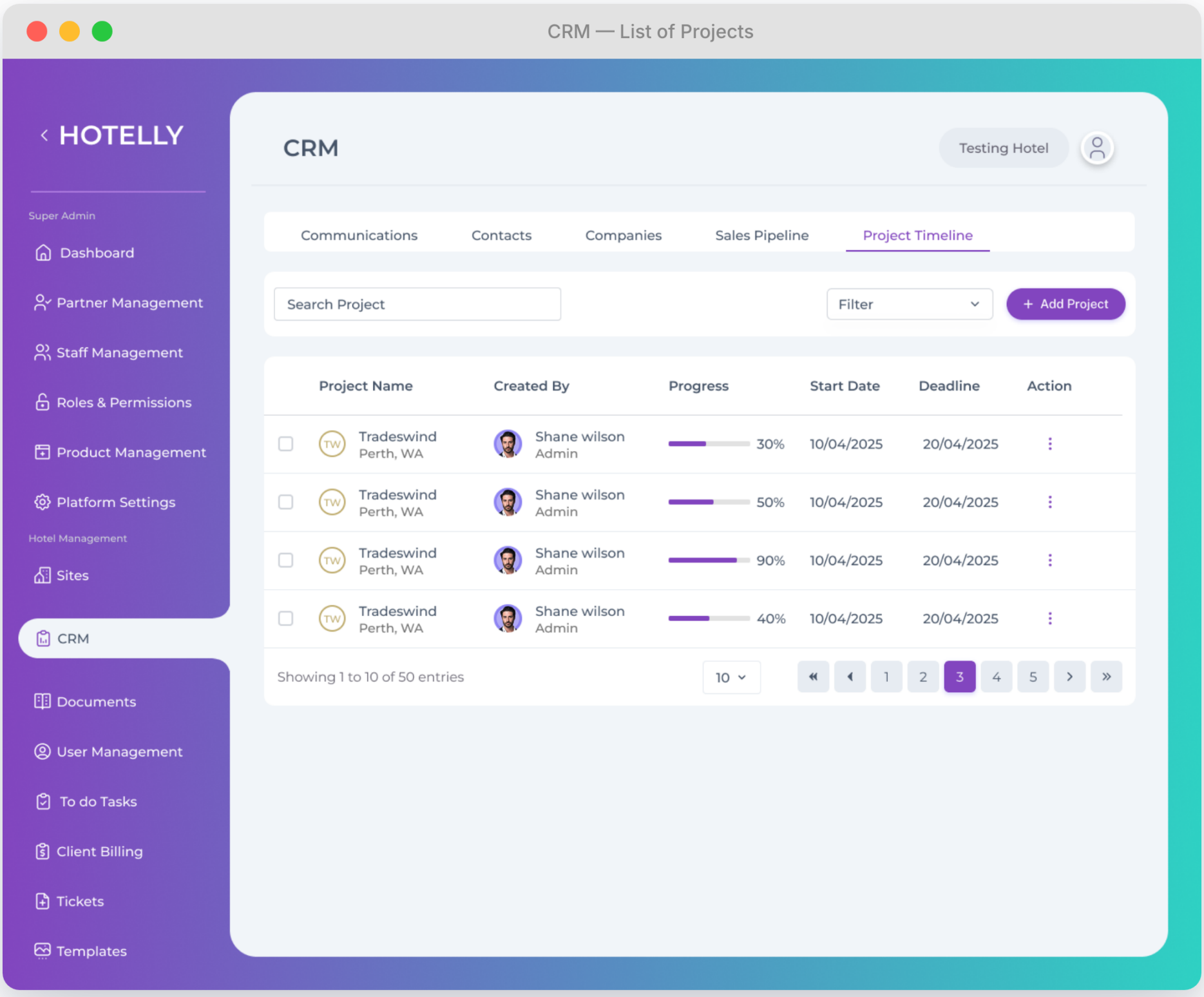
Email Management

Sales and operations teams no longer juggle multiple email accounts. Send and receive directly from the platform, with every thread tied to a project, a lead, or a site. No more context switching.



Project List Management

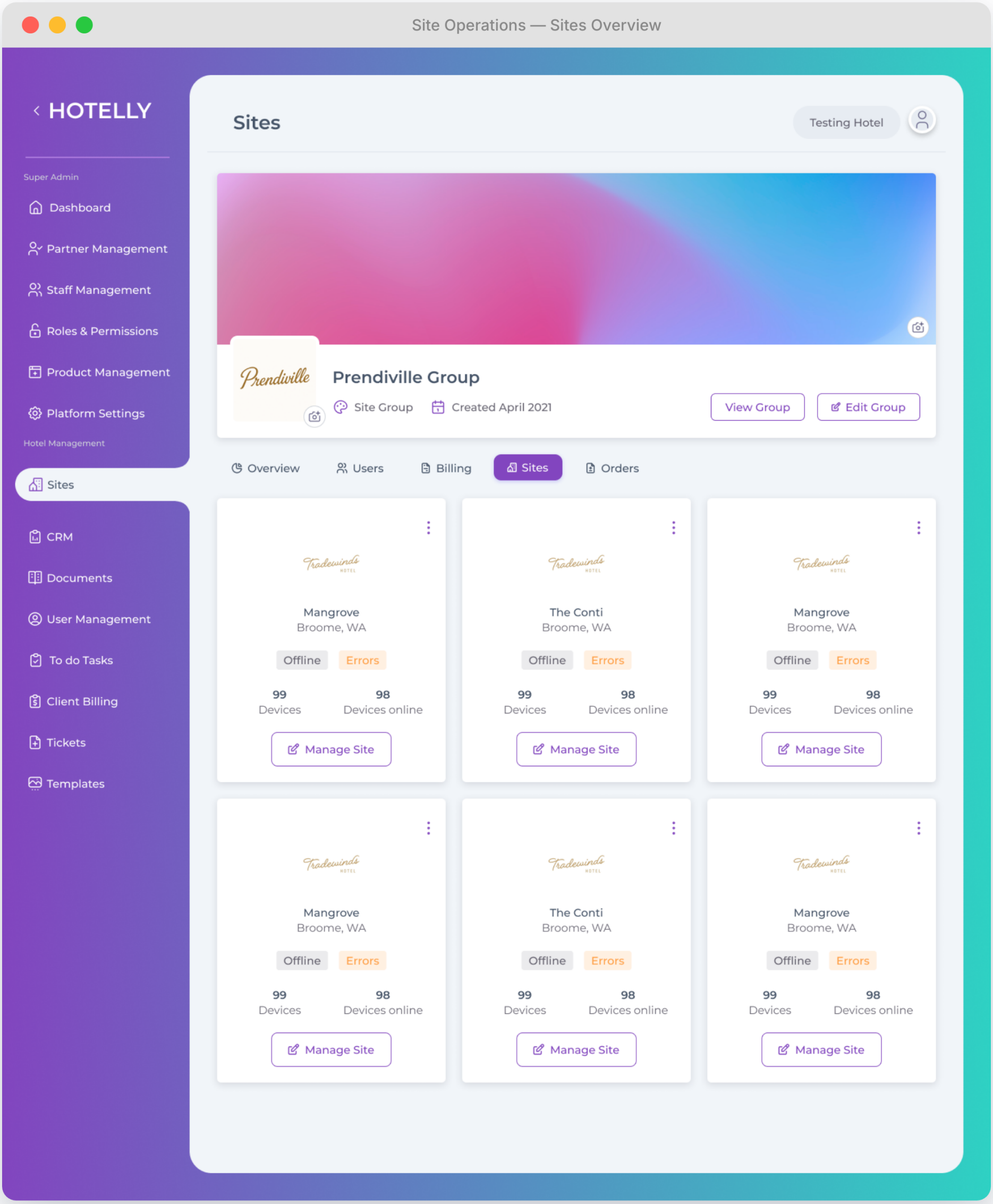
All projects in one searchable list. Filter by status, assignee, site, or priority. See at a glance what is active, what is stalled, and what needs attention today. No more asking in a meeting.



SITE OPERATIONS · FEATURE 05

Multi-Property Site Overview

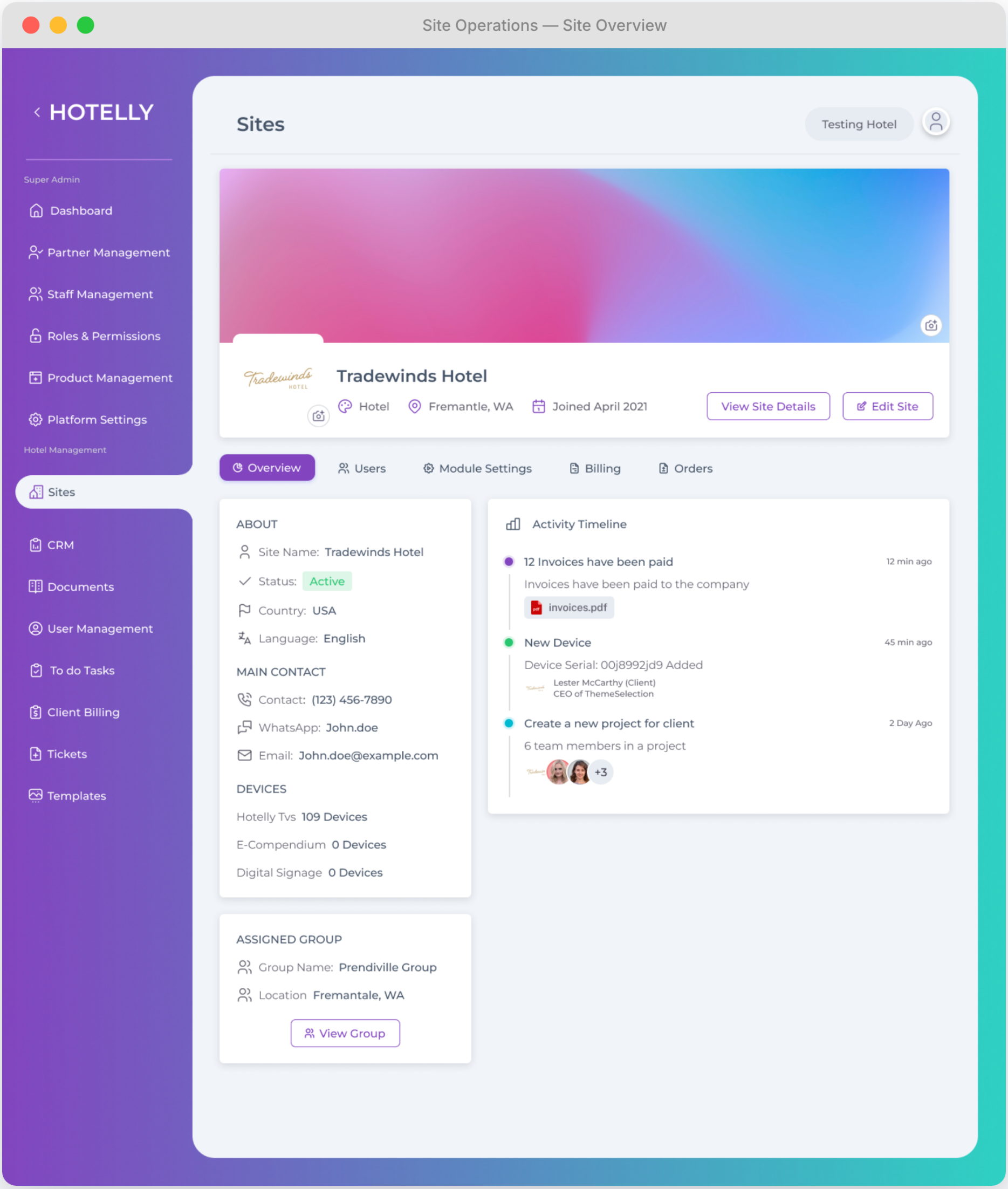
Before, site health was distributed across emails, spreadsheets, and vendor portals. Now a single dashboard shows all properties, their status, assigned users, and billing history. One click to see everything about a site.



SITE OPERATIONS · FEATURE 06

Site Detail Dashboard

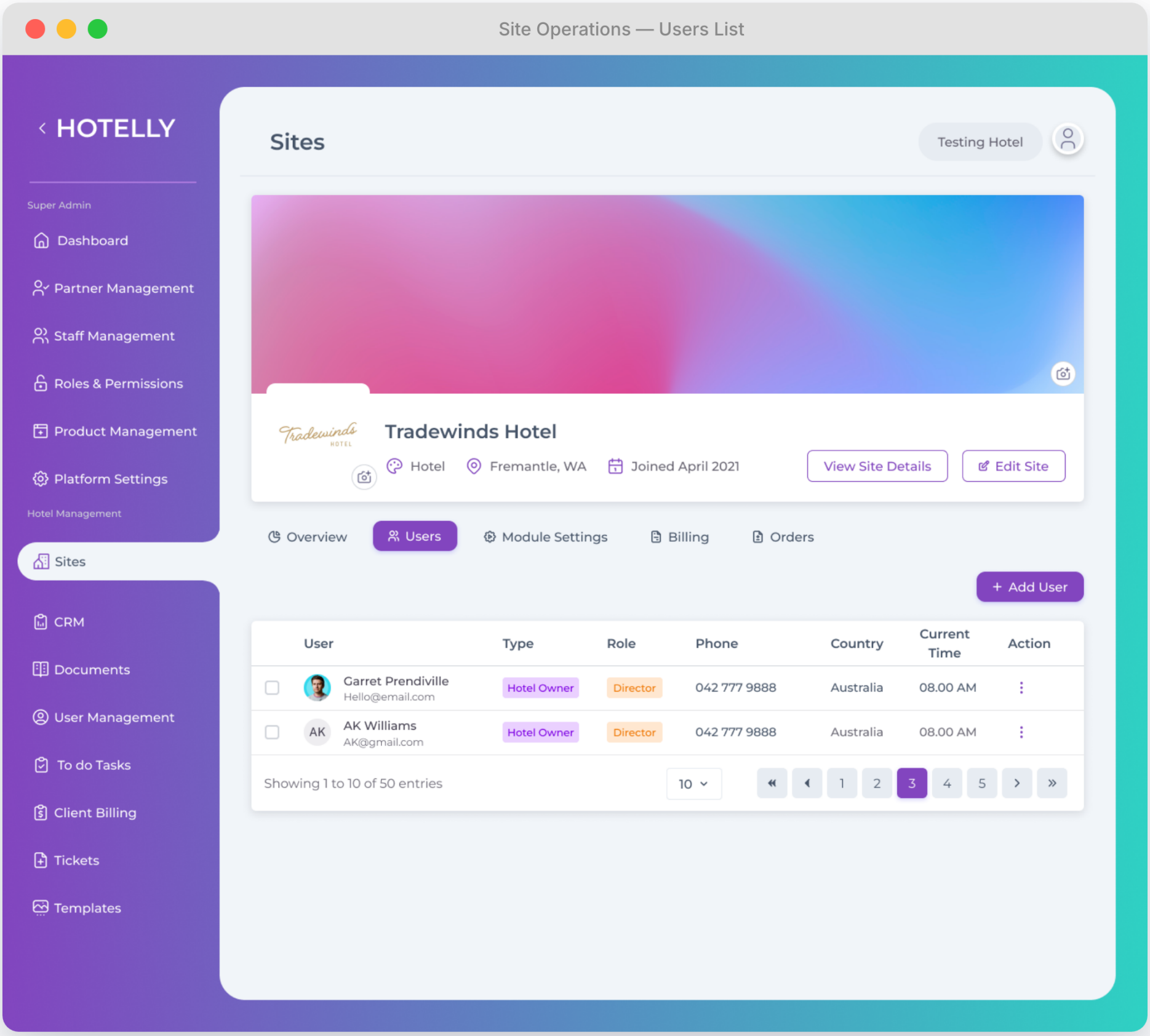
Drill into any property and see its complete operational picture: active users, billing status, recent alerts, and pending tasks. Before, this required a phone call and three logins. Now it takes one click.



SITE OPERATIONS · FEATURE 07

Site User Management

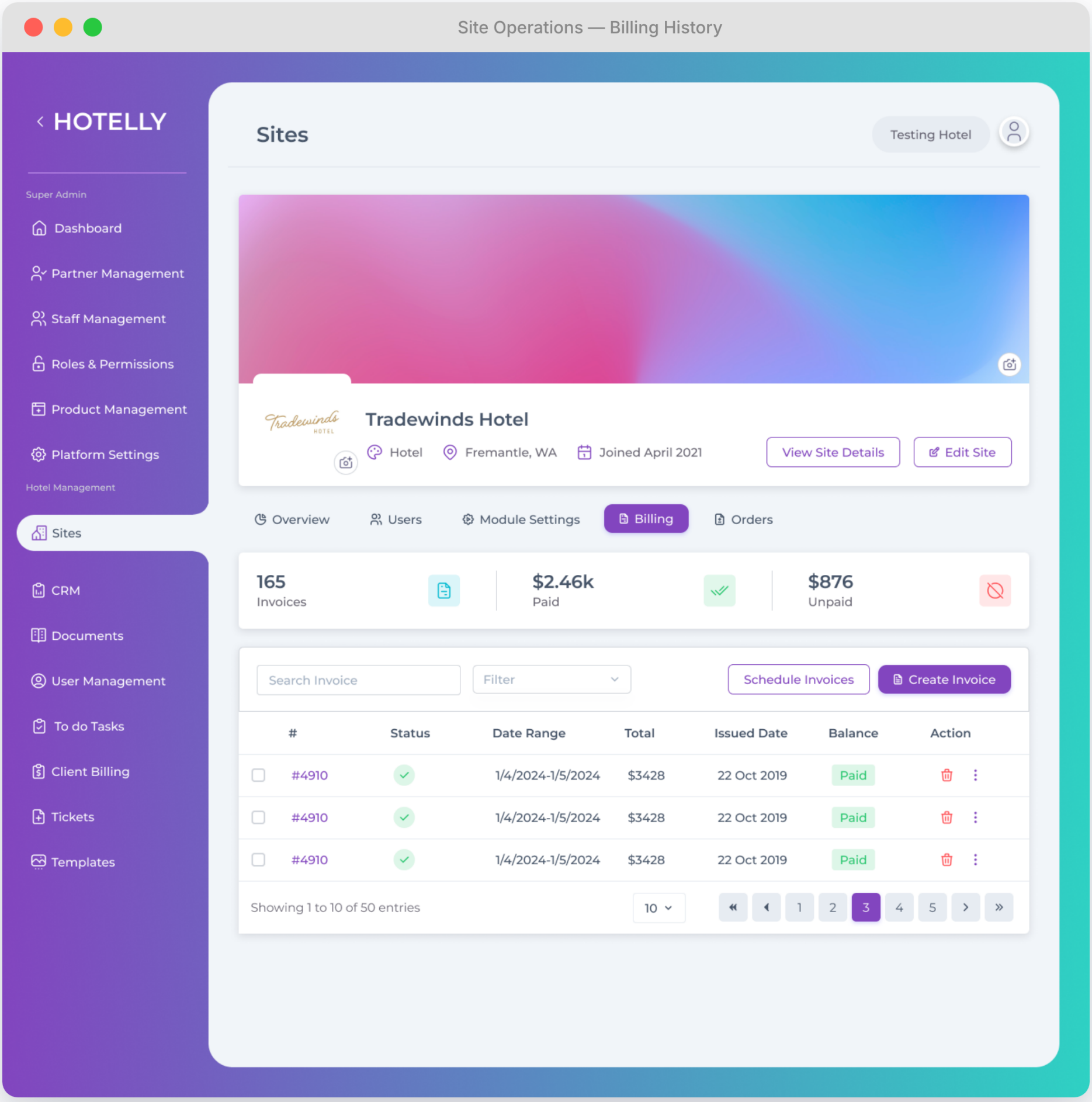
Every property has a staff list. Before, these were managed in a separate HR tool or a spreadsheet. Now site managers see who is assigned, their roles, and their permissions, directly from the site view.



SITE OPERATIONS · FEATURE 08

Per-Site Billing History

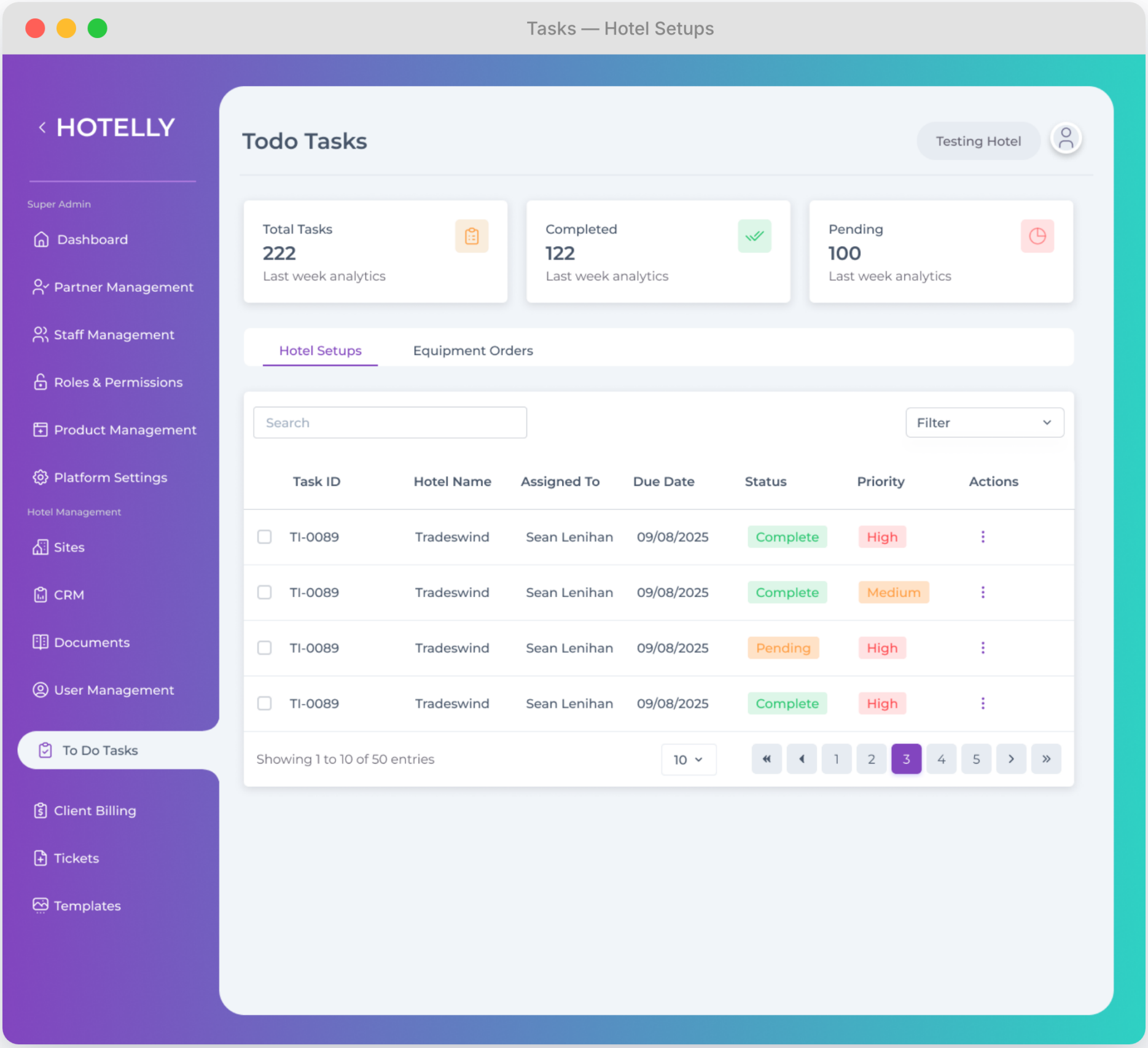
Revenue per property was previously hidden in accounting software. Now every site has its own billing history, visible to operations managers in seconds. Reconciliation that used to take hours now takes minutes.



TASK MANAGEMENT · FEATURE 09

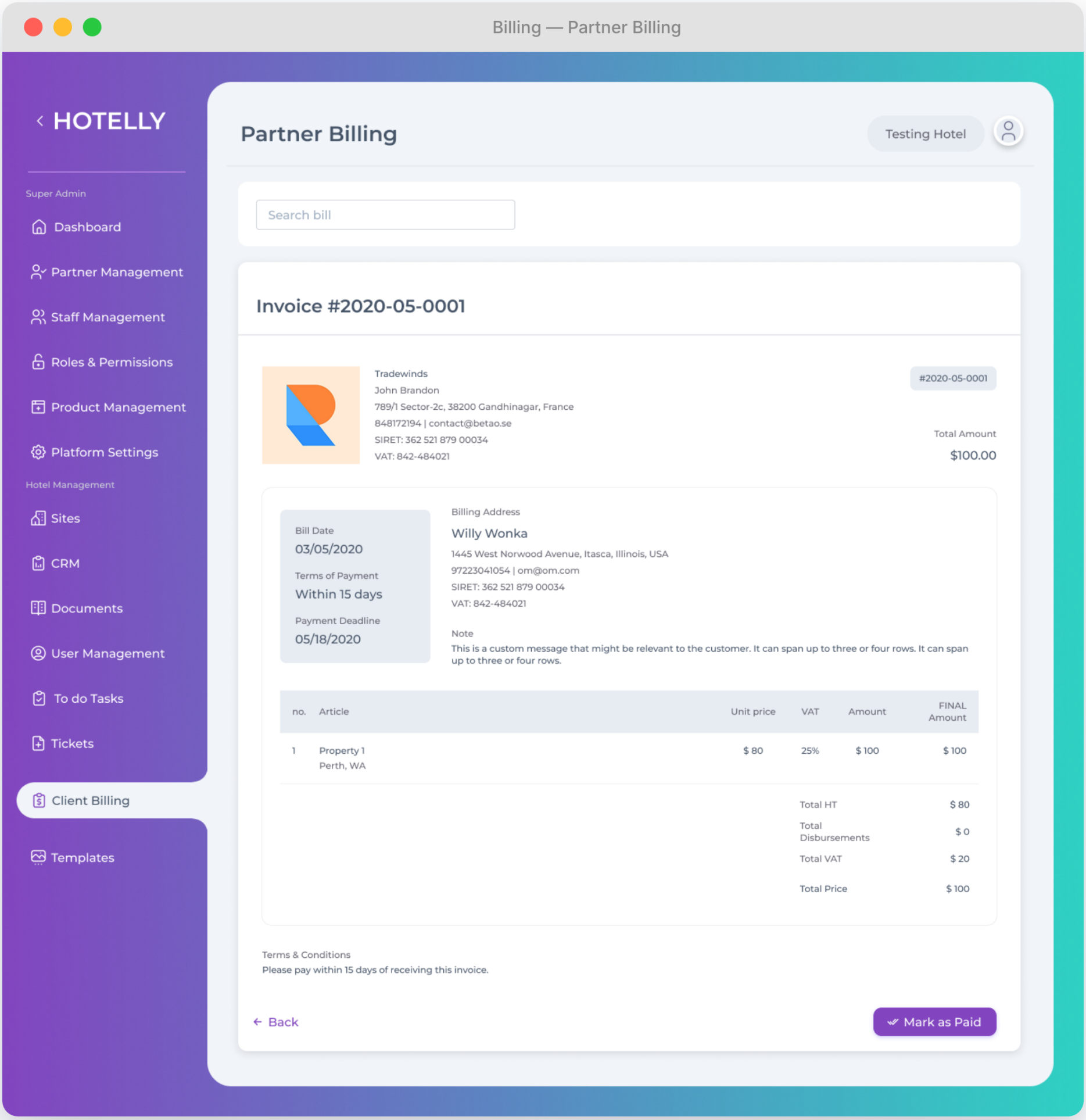
Hotel Setups & Equipment Orders

Hotel setups and equipment orders were once tracked on paper or in email threads. Tasks were lost, deadlines were missed, and accountability was unclear. Now every task is assigned, tracked, and completed in the platform.



Partner Billing

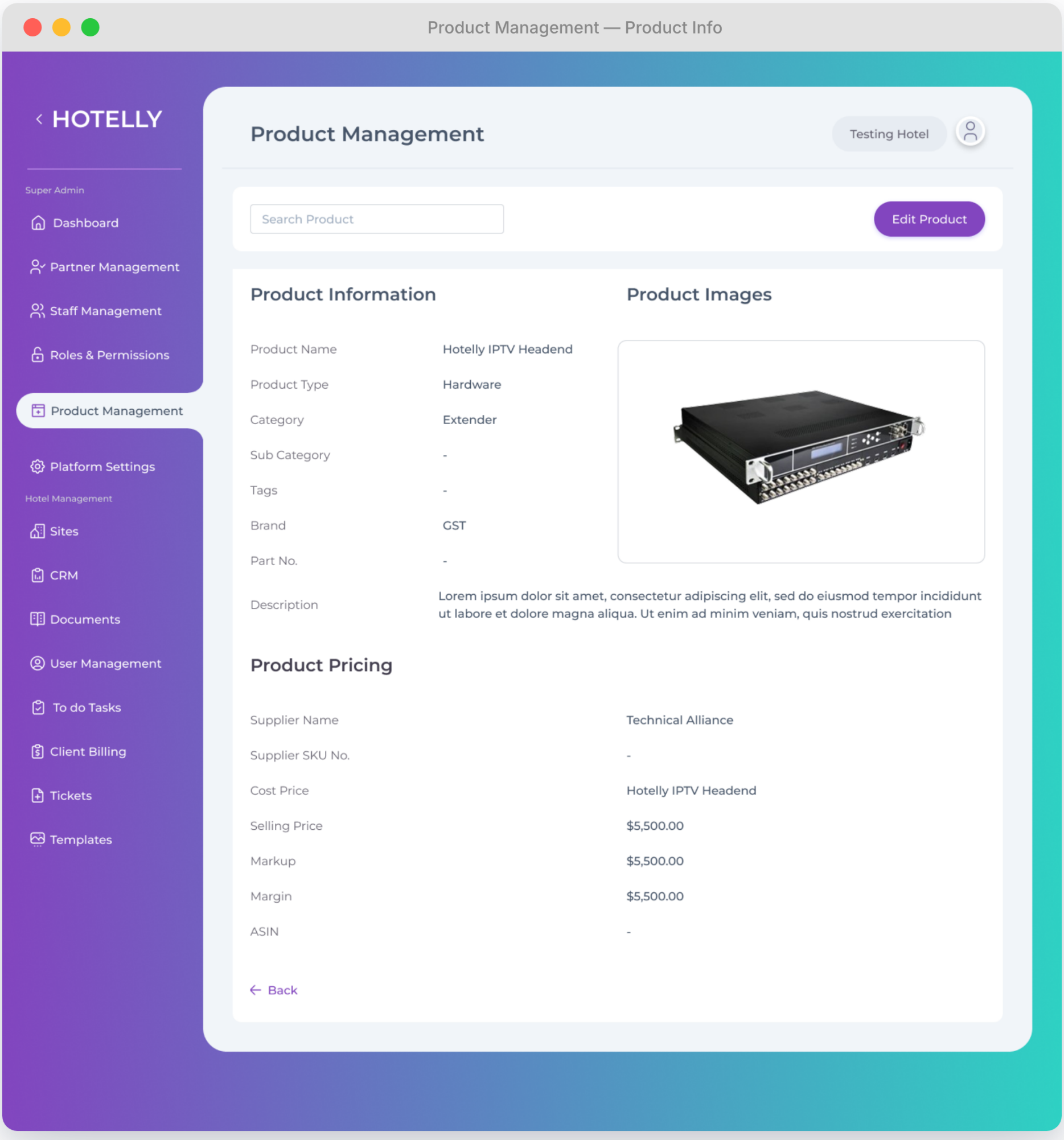
Partner invoices were previously generated manually and reconciled in spreadsheets. Now billing is transparent, automated, and tied to every transaction and site. Partners see exactly what they owe and why.



PRODUCT MANAGEMENT · FEATURE 11

Product Catalog

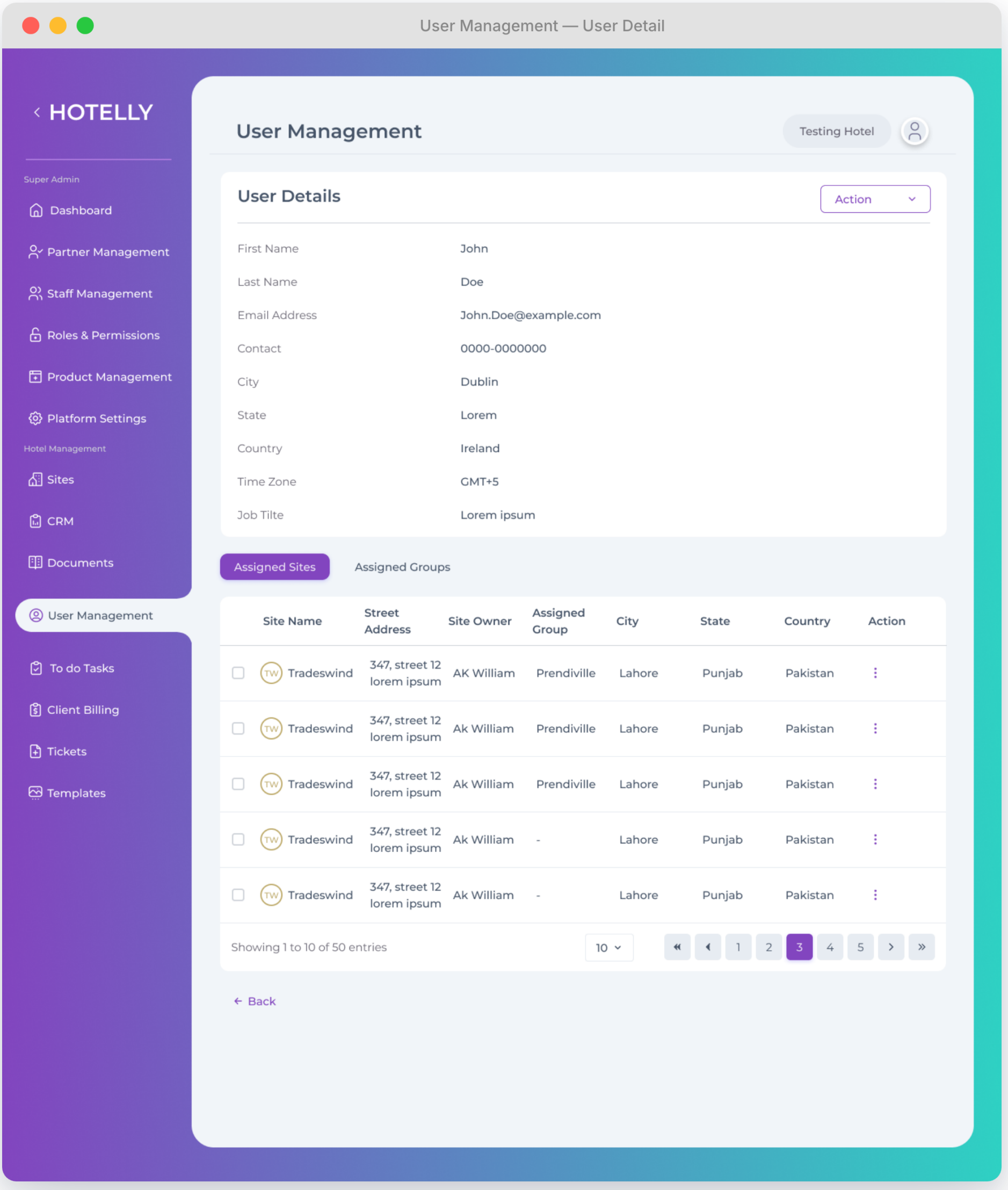
Hotel inventory and amenity information was scattered across documents and vendor systems. Now there is a single product catalog, organized, searchable, and connected to every site and order.



USER MANAGEMENT · FEATURE 12

User & Access Management

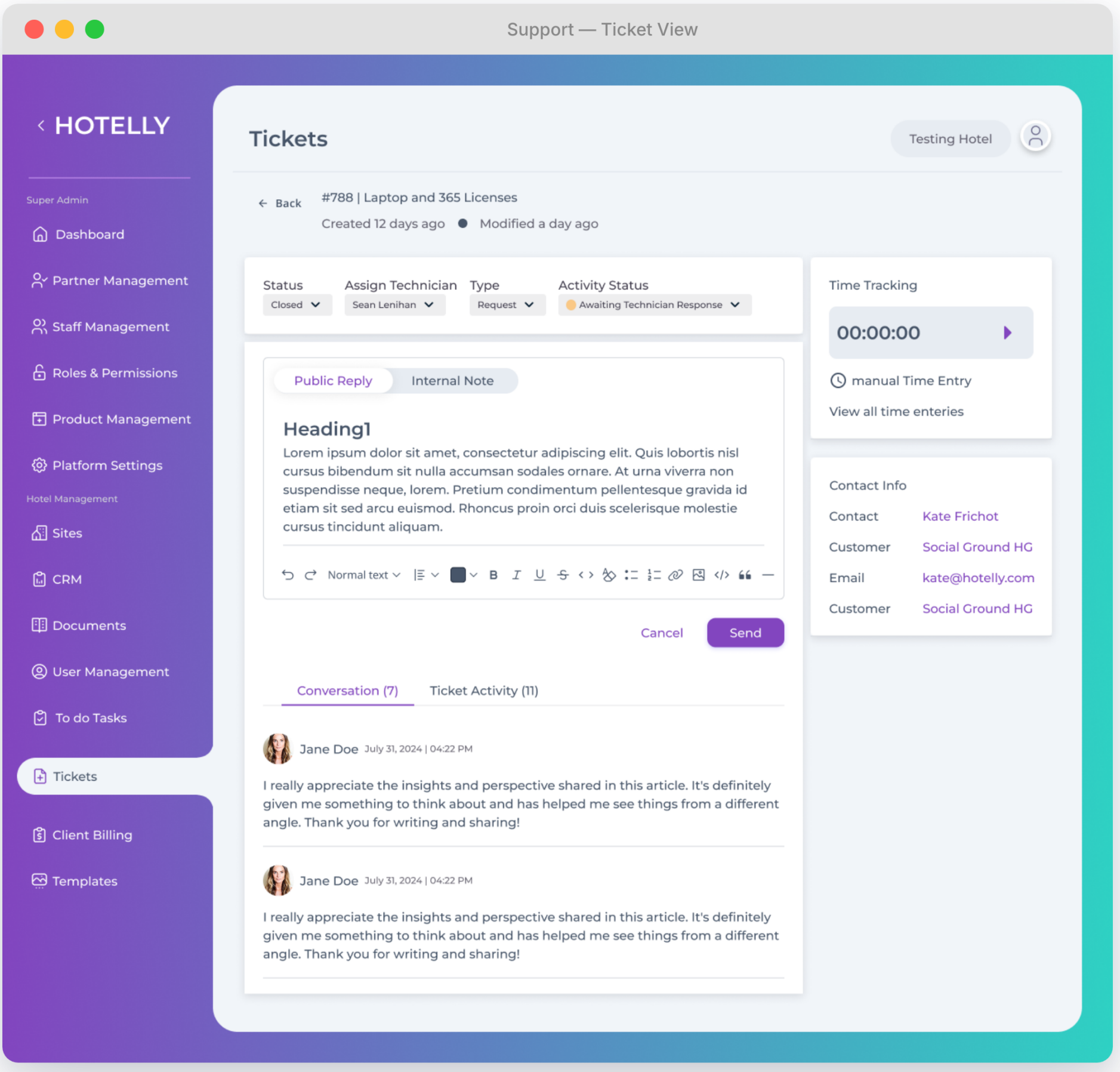
Before, user permissions were managed across multiple systems. Now every user profile, role, and permission is managed in one place. Operations managers control who sees what, at the property or platform level.



SUPPORT · FEATURE 13

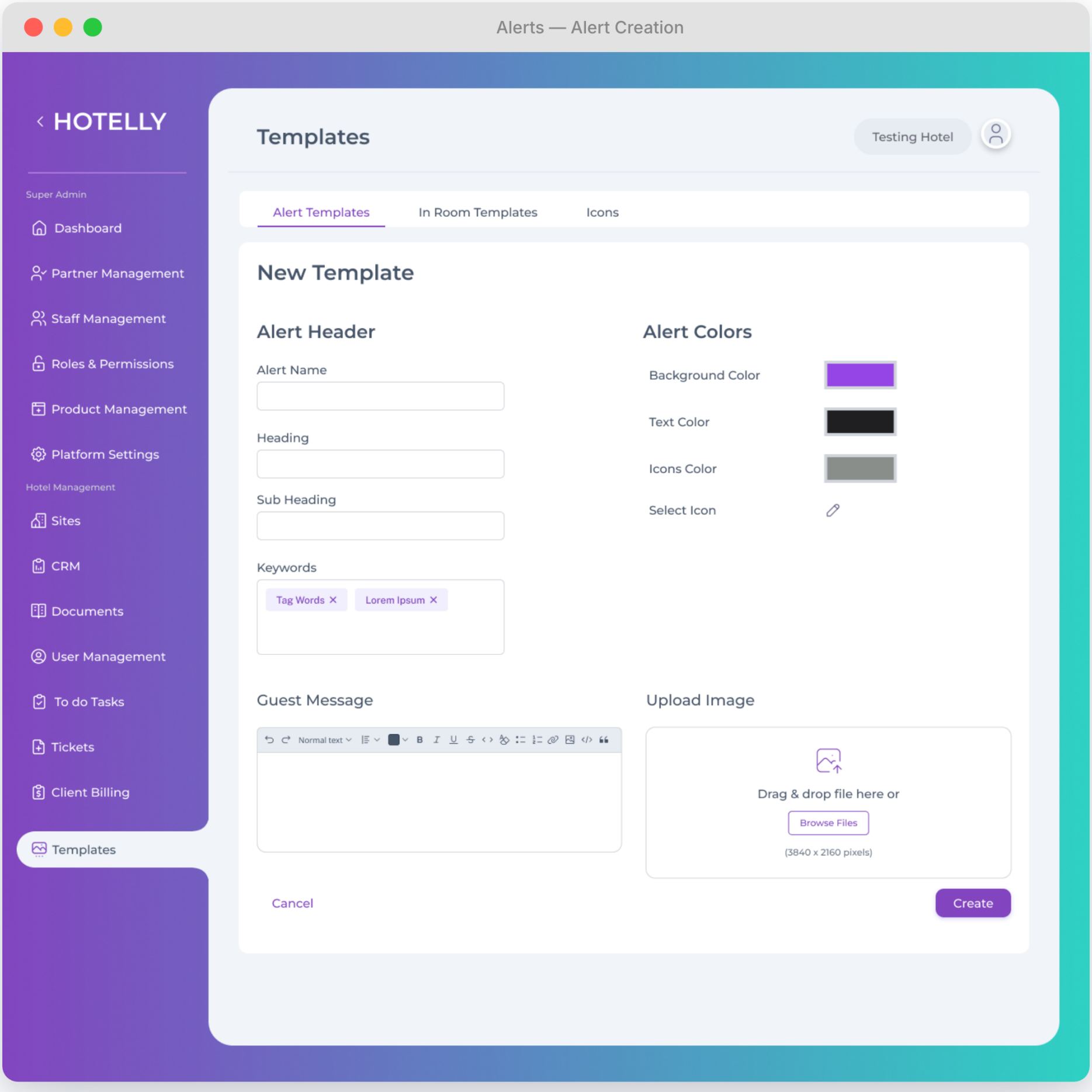
Support Ticket System

Guest and operational issues were handled over email, phone, or chat apps, with no tracking. Now every ticket has a status, an assignee, and a resolution history. Operations teams see exactly what is open and what is resolved.



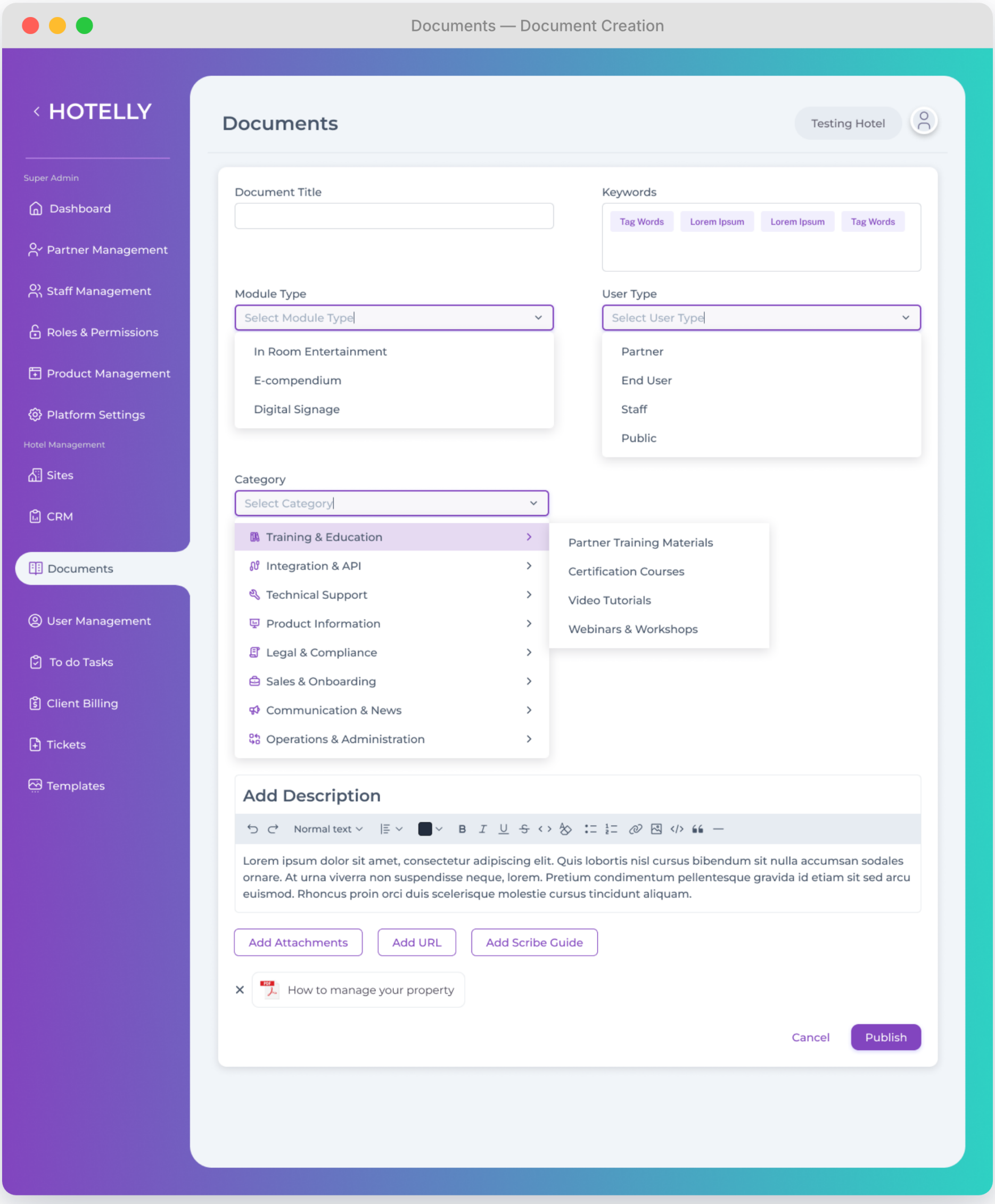
Alerts & Notifications

Operational alerts were previously sent via email or text to individuals, with no central record. Now alert creation, routing, and history are built into the platform. Teams see what happened and when.



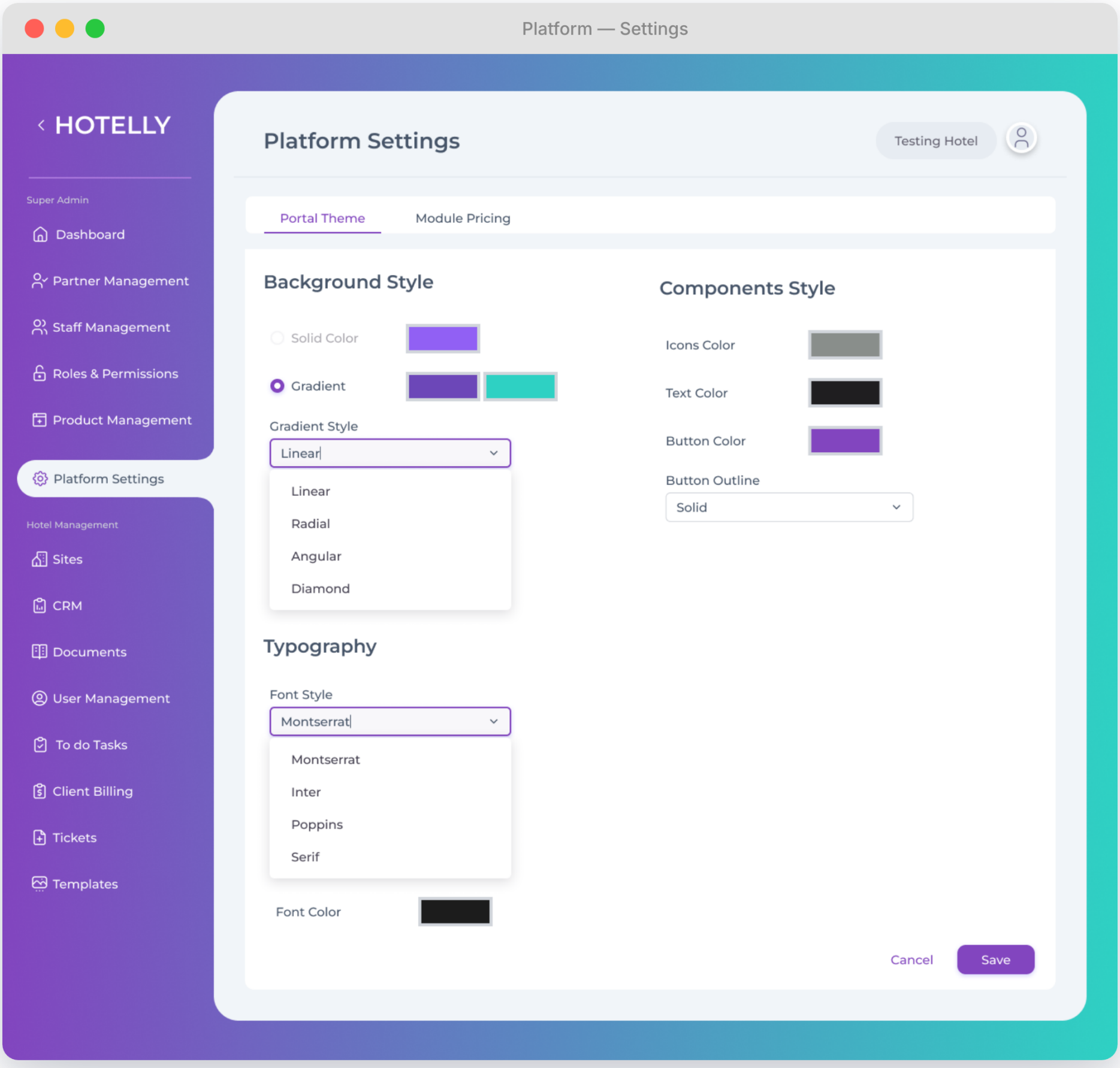
Document Management

Contracts, reports, and records were stored in shared drives with no structure. Now documents are created, organized, and linked to sites, projects, and users. Everything is searchable and versioned.



Platform Settings

Platform configuration was previously handled by engineering. Now operations managers can configure settings, manage integrations, and control global behavior from a centralized settings panel.



Operational Impact

Every metric below is grounded in published benchmarks and conservative financial modeling. We do not use aspirational figures.

CHECKOUT AUTOMATION

70–95%

Reduction in manual in-room entertainment reset effort. Source: housekeeping benchmarks

DEVICE ONBOARDING

50–80%

Faster provisioning through QR-based enrollment. Source: Apple DEP

SUPPORT TICKETS

50–75%

Auto-resolved common issues before escalation. Source: IBM AI benchmarks

ADMIN RECONCILIATION

60–90%

Less manual admin time through unified billing. Source: McKinsey Finance

Technology Stack

A robust architecture designed for multi-tenant operations and real-time collaboration. Every component selected for reliability.

FRONTEND

- Next.js
- React
- TypeScript
- Tailwind CSS
- Redux Toolkit

BACKEND

- Node.js
- NestJS
- Prisma
- REST API

DATABASE

- PostgreSQL
- Redis
- Amazon RDS
- ElastiCache

INFRASTRUCTURE

- AWS
- Docker
- GitHub Actions
- Amazon S3

INTEGRATIONS

- Stripe
- Resend
- NodeMailer
- CloudFront
- Sentry

Built for Multi-Property Scale

A hotel operations platform cannot go down when a property needs to check in a guest. Resilient, scalable, and always available.

Auto-Scaling Containers

AWS ECS with Fargate auto-scales on demand. Zero-downtime rollouts via CI/CD.

Managed PostgreSQL

Amazon RDS with Multi-AZ failover, automated backups, and point-in-time recovery.

Global CDN

CloudFront distributes assets across 200+ edge locations. S3 with cross-region replication.

Redis Caching

Amazon ElastiCache Redis powers sessions and real-time notifications. Sub-millisecond responses.

<200ms	99.9%	Multi-AZ	Auto
API Response Time	Target Uptime	Database Failover	Container Scaling