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Central Data Management

# PRESS RELEASE

## Continuing to grow: dailypoint™ opens office in Dubai

**Munich / Dubai, November 21<sup>st</sup> 2023** – dailypoint™, the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups, proudly announces its continued international expansion with the opening of a new office in Dubai.

This strategic move marks a significant milestone for Munich-based Toedt Dr. Selk & Coll. GmbH, known under its product name dailypoint. With a growing clientele in the Middle East, including Rotana – one of the leading hotel management companies in the region – the Dubai office will serve as a hub for the Middle East and Asia regions, providing a local point of contact for both existing and new customers.

Dr. Michael Toedt, Founder and CEO of dailypoint, emphasizes the importance of this expansion: "The new office in Dubai is not just a physical location; it's a major step in our internationalization and targeted growth strategy. Dubai will act as our hub in the MEA region and the gateway to Asia, allowing us to share our expertise with hoteliers worldwide."

dailypoint's Central Guest Profile, powered by artificial intelligence and real-time data cleansing from multiple sources, has become a cornerstone of modern IT strategies in the hotel industry. The platform collects data from all relevant sources, such as PMS, POS, websites, newsletters, and WiFi, automatically creating a central and consolidated guest profile. This innovative approach, processed and enriched by artificial intelligence, results in an unprecedented level of guest profile accuracy.

The cloud-based SaaS solution, comprising 16 modules, is complemented by the dailypoint™ Marketplace, featuring over 220 solution partners. dailypoint covers the entire customer journey, supporting all hotel departments and offering measurable benefits. The integrated Privacy Dashboard is a central element for the technical implementation of GDPR compliance.

Following this expansion, **Leading Hotels of the World has selected dailypoint as their preferred CRM solution** for its members, further solidifying dailypoint's position as a leader in the industry.



## About dailypoint™

dailypoint™ is the leading Data Management and CRM platform for sophisticated individual hotels and hotel groups. dailypoint™ collects data from all relevant sources such as PMS, POS, website, newsletter or WiFi and automatically creates a central and consolidated guest profile. In 350 steps, the data is processed and enriched by means of Artificial Intelligence (AI) to create a guest profile never seen before.

The cloud-based SaaS solution, comprising 16 modules, is complemented by the dailypoint™ Marketplace, featuring over 220 solution partners. dailypoint covers the entire customer journey, supporting all hotel departments and offering measurable benefits. The integrated Privacy Dashboard is a central element for the technical implementation of GDPR compliance.

dailypoint™ is headquartered in Munich, Germany and is sold and supported worldwide directly or through its distribution partners D-EDGE and XNProtel.

For more information about dailypoint™ and its innovative solutions, visit [www.dailypoint.com](http://www.dailypoint.com)

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