



FOR-SIGHT

AI – where do we go now?

Allan Nelson - CEO & Co-founder



INTRODUCTION



Allan Nelson

CEO & Co-founder of For-Sight



Windows
98



Sinclair ZX Spectrum



Doom
(1993)



INTRODUCTION

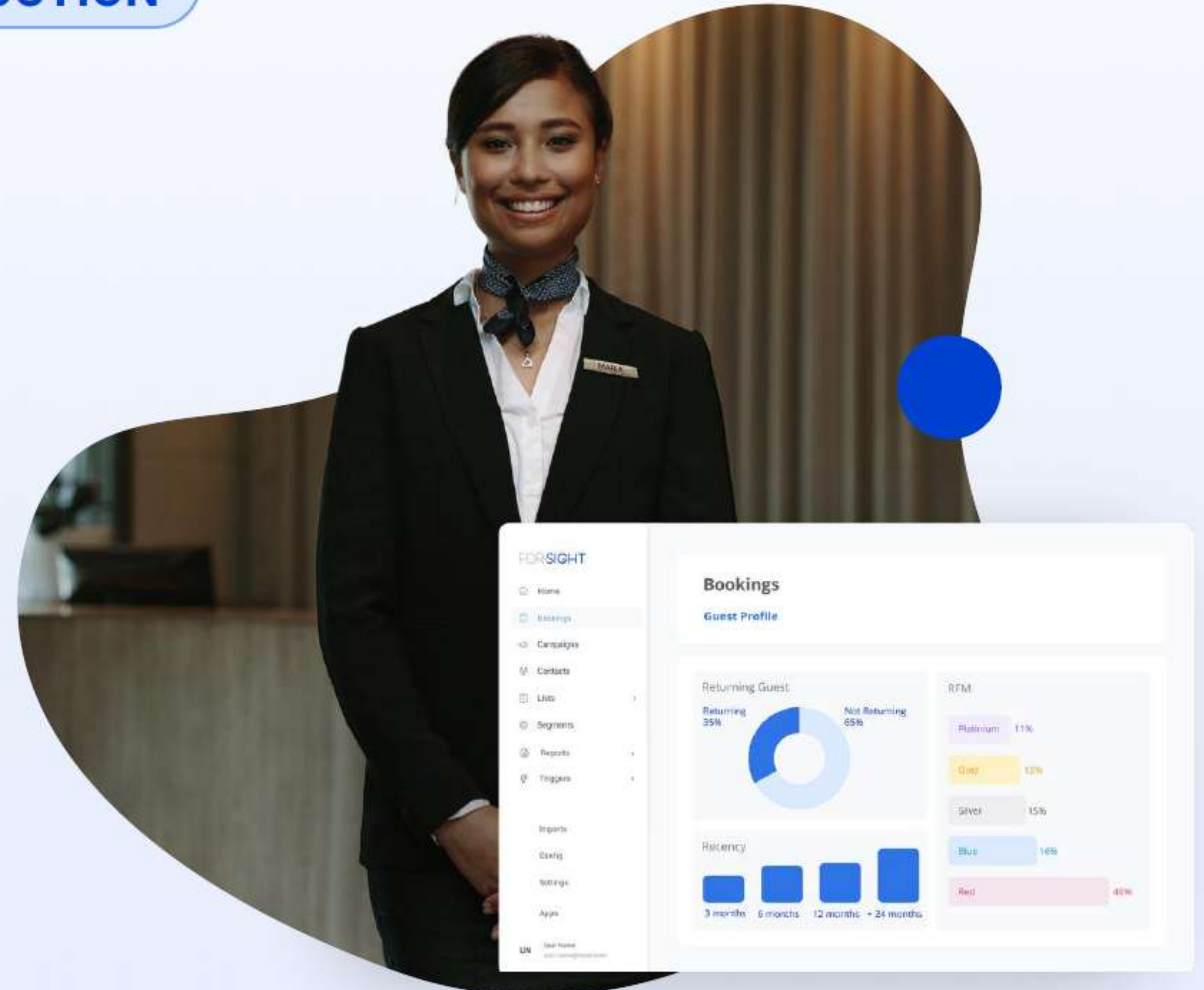
FOR-SIGHT

Hospitality CRM & guest engagement platform

What we do:

- Unify guest data from PMS, POS & booking systems
- Automate personalised guest marketing at scale
- Drive direct bookings & repeat visits
- Actionable insights through dynamic reporting

500+ hotels & resorts worldwide



WHAT HAVE WE LEARNED TODAY?

THE PACE OF CHANGE IN AI



01

New models are shipping monthly

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

02

AI coding agents are transforming software

03

From tools to autonomous agents

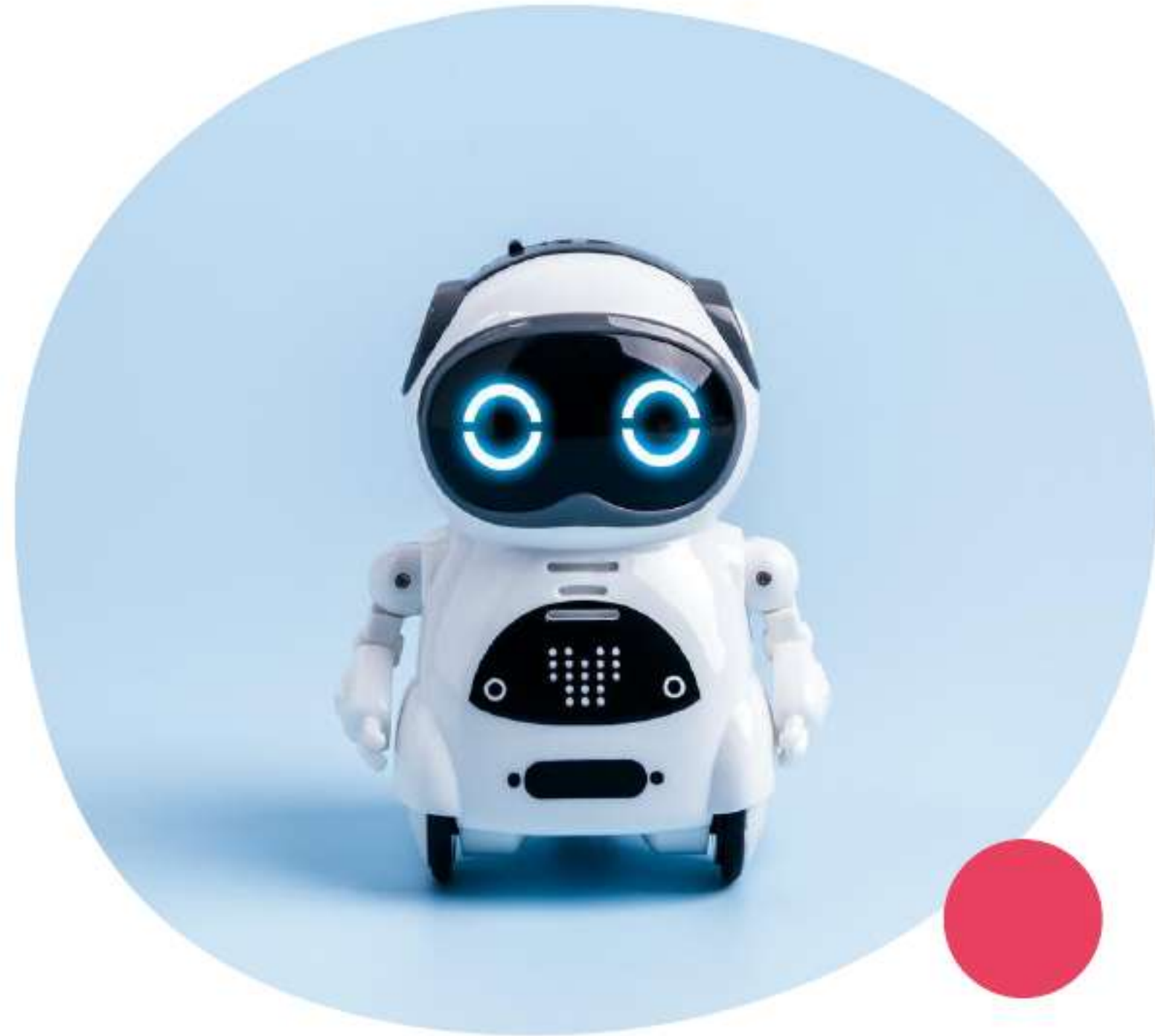
04

Multimodal is now the standard

05

Enterprise AI spend: \$2.5 trillion in 2026

THE PACE OF CHANGE IN AI



01

New models are shipping monthly

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

02

AI coding agents are transforming software

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

03

From tools to autonomous agents

04

Multimodal is now the standard

05

Enterprise AI spend: \$2.5 trillion in 2026

THE PACE OF CHANGE IN AI



01

New models are shipping monthly

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

02

AI coding agents are transforming software

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

03

From tools to autonomous agents

AI is moving beyond chat to multi-step agentic workflows that plan, execute, and adapt. 2026 is the year agents move from demos into daily practice.

04

Multimodal is now the standard

05

Enterprise AI spend: \$2.5 trillion in 2026

THE PACE OF CHANGE IN AI



01

New models are shipping monthly

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

02

AI coding agents are transforming software

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

03

From tools to autonomous agents

AI is moving beyond chat to multi-step agentic workflows that plan, execute, and adapt. 2026 is the year agents move from demos into daily practice.

04

Multimodal is now the standard

Models now process text, images, audio, and video together. AI can read a document, interpret a screenshot, and summarise a meeting in one pass.

05

Enterprise AI spend: \$2.5 trillion in 2026

THE PACE OF CHANGE IN AI



01

New models are shipping monthly

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

02

AI coding agents are transforming software

GPT, Gemini, Claude and open-source alternatives are leapfrogging each other. LLM rankings don't stay static for long.

03

From tools to autonomous agents

AI is moving beyond chat to multi-step agentic workflows that plan, execute, and adapt. 2026 is the year agents move from demos into daily practice.

04

Multimodal is now the standard

Models now process text, images, audio, and video together. AI can read a document, interpret a screenshot, and summarise a meeting in one pass.

05

Enterprise AI spend: \$2.5 trillion in 2026

Up 44% year-on-year. The industry is shifting from hype to pragmatism — the focus is now on measurable ROI, not just possibility.

IMPORTANCE OF DATA



01

Data is the fuel that powers AI

Without clean, connected data, AI tools cannot deliver meaningful results.



02

Your data is your competitive moat

AI models are commoditising; proprietary guest data is what creates lasting differentiation.



03

Break down data silos

PMS, CRM, POS, and channel data must flow into a unified architecture for AI to work across the guest journey.



04

Quality over quantity

Garbage in, garbage out. Invest in data governance, cleansing, and security before scaling AI initiatives.



LEADERSHIP IN AI

01

AI leadership is strategic, not technical

You don't need to code, but you must define the vision, culture, and guardrails.

02

Two paths: Shadow AI or Top-Down Integration

Without leadership, teams adopt AI ad hoc with no governance. Strategic integration ensures alignment and safety.

03

Balance efficiency AI with opportunity AI

Automate the routine, but also explore new revenue streams and guest experiences AI unlocks.

04

Govern the risks

Hallucinations, bias, data leakage, and over-automation all need policies, ethical review, and human-in-the-loop oversight.

WHERE DO I GO FROM HERE?



01

Get your data house in order

Audit your PMS, CRM, and POS data. Clean it, connect it, and break down the silos. AI is only as good as the data you feed it.

02

Pick one use case and start

Don't try to boil the ocean. Personalised pre-arrival emails or automated review responses are quick wins that build confidence.

03

Upskill your team

AI is a tool, not a replacement. Invest in training so your people know how to prompt, validate, and work alongside AI effectively.

04

Set guardrails before you scale

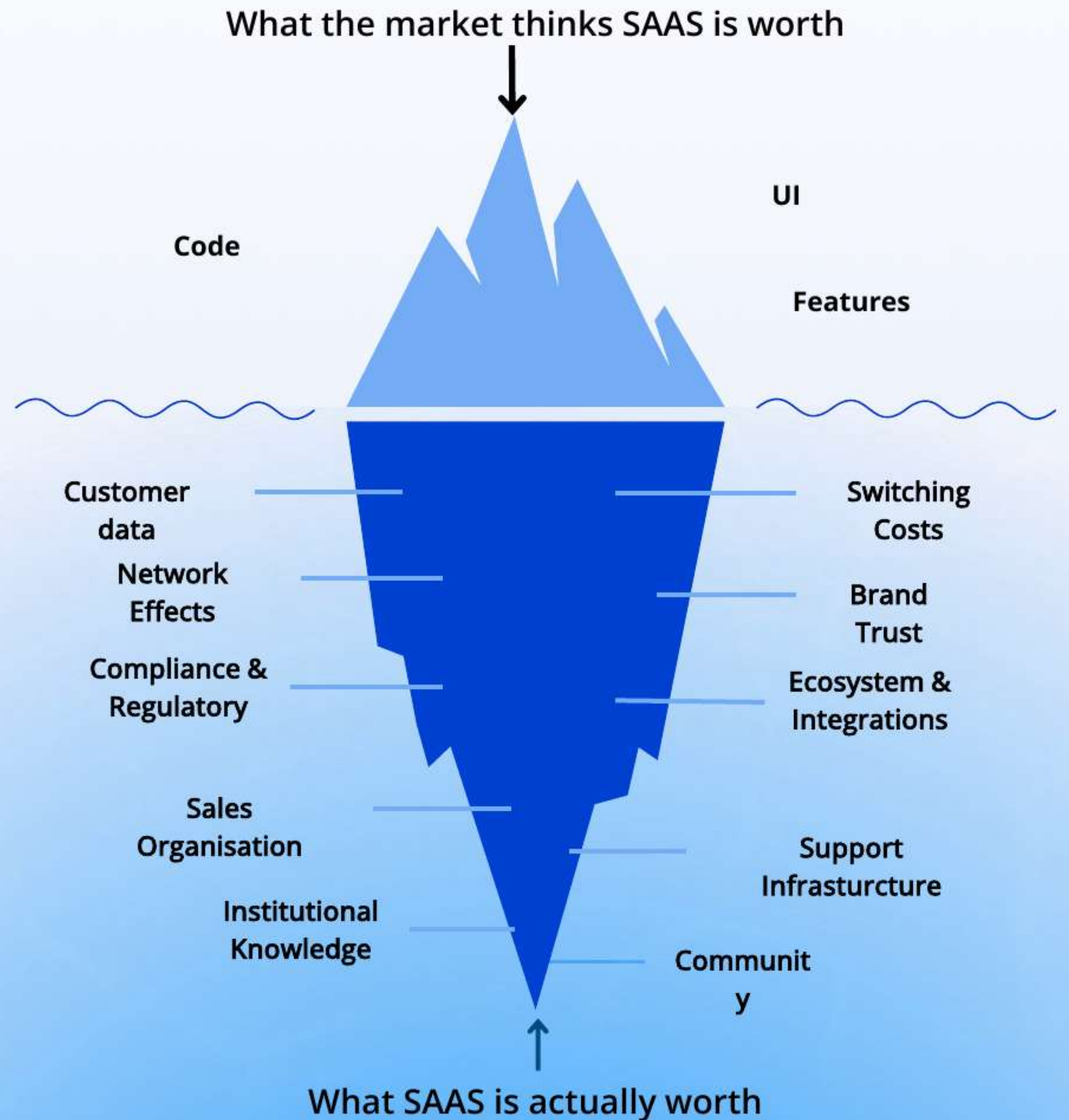
Define your AI policy, data governance rules, and who approves what. Don't let Shadow AI take root unchecked.

05

Measure in ROI, not hype

Track time saved, revenue gained, and guest satisfaction. Let results, not trends, guide your next investment.

WHAT TO REMEMBER ABOUT SOFTWARE



BUELL AI WORKSHOPS

Events in this collection



AI in Hospitality - Workshop (North West England)

Wed, Apr 29 • 10:00 AM
Another Place, The Lake
Free



AI in Hospitality - Workshop (South West England)

Wed, May 20 • 10:00 AM
TBC
Free



AI in Hospitality - Workshop (Scotland)

Tue, Jun 9 • 10:00 AM
Murrayshall Country Estate
Free



AI in Hospitality - Workshop (London)

Wed, Jun 17 • 10:00 AM
Blue Fin Building
Free



GENOA BLACK **Huckleberry**



Sign up today!

Questions?

Allan Nelson | CEO, For-Sight



FOR-SIGHT