



PARTNERSHIP PLAYBOOK

Cardzgroup Limited Hotel Partnership Strategy

Building preferred vendor relationships with major hotel chains — March 2026

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PARTNER TIERS

INNLEAD.AI

B2B Hotel Supply Intelligence Platform

Executive Summary

Strategic partnership roadmap for Cardzgroup Limited in the B2B hotel supply market

The global hotel industry purchases over 2.5 billion RFID key cards annually, a figure projected to grow 8% year-over-year as legacy magnetic stripe systems are replaced. Five hotel chains -- Marriott, Hilton, IHG, Accor, and Hyatt -- collectively control over 40,000 properties and represent the highest-value targets for a key card manufacturer seeking chain-wide preferred vendor agreements.

Cardzgroup Limited occupies a defensible position in this market: an ex-Gemalto engineering team, vertically integrated manufacturing in Shenzhen, compatibility with all 7 major lock systems, and pricing 50-70% below Western branded competitors. The company's five regional offices (China, Hong Kong, Dubai, South Africa, Kenya) provide local support infrastructure that commodity Chinese manufacturers cannot match.

This strategy document outlines a systematic 18-month plan to progress from individual property supplier to chain-wide preferred vendor with at least two of the five target chains. The playbook covers GPO onboarding, preferred vendor program requirements, RFP best practices, and a phased implementation roadmap with measurable milestones.

PARTNERSHIP OPPORTUNITY

The top 5 hotel chains spend an estimated \$320M annually on RFID key cards. Current suppliers are fragmented, with no single vendor holding more than 15% market share. Cardzgroup's universal lock system compatibility positions it to consolidate supply across multi-brand portfolios.

GPO LANDSCAPE

Avendra (Aramark) and Entegra (Sodexo) control procurement access to 80% of branded hotel properties in North America. GPO listing is the fastest path to volume, but requires a 4-8 month onboarding process including product testing, financial audits, and insurance documentation.

REVENUE POTENTIAL

A chain-wide preferred vendor agreement with a single top-5 hotel group is worth \$2M-\$8M in annual recurring revenue, depending on the chain's property count and card consumption rate. Two chain-wide agreements would place Cardzgroup among the top 5 global hotel key card suppliers.

TIMELINE TO ROI

Property-level pilots can begin within 60 days. Regional expansion typically follows a successful 90-day pilot. Chain-wide preferred vendor status requires 12-18 months from initial engagement, with breakeven on the sales investment expected at the regional tier (month 7-9).



Partnership Landscape

Major hotel chain profiles and procurement approaches



Marriott International

World's largest hotel company

Headquarters	Bethesda, MD
Portfolio	8,800+ properties, 1.6M rooms
Brands	30+ brands
Procurement	Avendra (primary GPO)
Decision Makers	VP Global Procurement, Brand Ops Directors

ENTRY STRATEGY

Target Marriott Select-Service brands (Courtyard, Fairfield) through Avendra listing first. These brands have higher key card turnover and more flexibility in vendor selection. Leverage MIFARE Classic 1K compatibility with VingCard Essence systems deployed across 70% of Marriott properties. Propose a 10-property pilot in a single market (e.g., Dubai or Southeast Asia) where Cardzgroup has local support.



Hilton Worldwide

Global hospitality leader

Headquarters	McLean, VA
Portfolio	7,500+ properties, 1.2M rooms
Brands	22+ brands
Procurement	Avendra / Direct
Decision Makers	SVP Supply Chain, Regional Ops VPs

ENTRY STRATEGY

Hilton's Digital Key initiative (mobile access) is reducing traditional key card volume but creating demand for higher-security DESFire EV2/EV3 cards for backup and staff access. Position Cardzgroup as the DESFire specialist with competitive pricing. Target Hilton's rapidly expanding Middle East and Africa portfolio where Cardzgroup has offices in Dubai and Johannesburg.

Partnership Landscape (cont.)

IHG, Accor, and Hyatt chain profiles

IHG Hotels & Resorts

Intercontinental Hotels Group

Headquarters	Denham, UK
Portfolio	6,300+ properties, 950K rooms
Brands	19 brands
Procurement	Avendra / IHG Marketplace
Decision Makers	VP Procurement, Brand Standards Mgrs

ENTRY STRATEGY

IHG operates a hybrid procurement model: Avendra for North America, regional procurement teams for EMEA and APAC. Enter through IHG's own marketplace in APAC, where Cardzgroup's Shenzhen HQ offers a logistics advantage. Target Holiday Inn Express and Crowne Plaza brands, which use standardized Saflok and VingCard locks across their portfolios. Propose cost savings vs. current Western-branded suppliers.

Accor

European hospitality leader

Headquarters	Paris, France
Portfolio	5,500+ properties, 820K rooms
Brands	40+ brands
Procurement	Accor Procurement / Regional
Decision Makers	CPO, Regional Procurement Directors

ENTRY STRATEGY

Accor's decentralized procurement model means regional teams have significant autonomy. Target Accor Middle East & Africa (operated from Dubai, where Cardzgroup has an office). Accor's sustainability-forward brand positioning creates an opening for Cardzgroup's ISO 14001 and REACH-compliant products. Focus on ibis, Novotel, and Pullman brands which represent the highest volume tiers.

Hyatt Hotels Corporation

Premium-focused global chain

Headquarters	Chicago, IL		ENTRY STRATEGY
Portfolio	1,300+ properties, 340K rooms		Hyatt's premium positioning creates demand for high-end card finishes -- wood veneer, metal hybrid, and luxury printing. Position Cardzgroup's specialty personalization capabilities as the differentiator. Target the Andaz, Park Hyatt, and Grand Hyatt brands where card aesthetics are part of the brand experience. Hyatt's smaller portfolio size makes it the most achievable chain-wide agreement target.
Brands	24 brands		
Procurement	Avendra / Direct sourcing		
Decision Makers	VP Global Procurement, Design Standards		



GPO Partnership Strategy

Group Purchasing Organization relationships and optimization

Avendra (Aramark)

North America's largest hospitality GPO

Hotel Coverage	10,000+ properties
Annual Spend	\$4.5B managed procurement
Commission	3-7% of sales through GPO
Key Chains	Marriott, Hilton, IHG, Hyatt
Onboarding	4-8 months (full process)

ADVANTAGES

- Instant access to all 4 major chain procurement systems
- Credibility signal -- GPO listing validates quality and financial stability
- Streamlined ordering via Avendra e-procurement platform

CHALLENGES

- Commission fee reduces margin by 3-7% on every transaction
- Lengthy onboarding requires financial audits and insurance documentation
- Competitive category -- existing suppliers may resist new entrants

Entegra Procurement

Sodexo subsidiary, growing market share

Hotel Coverage	5,000+ properties
Annual Spend	\$2.8B managed procurement
Commission	2-5% of sales through GPO
Key Chains	Wyndham, Choice, Independents
Onboarding	3-6 months (streamlined process)

ADVANTAGES

- Lower commission rates than Avendra for new vendors
- Faster onboarding -- less bureaucratic approval process
- Strong in mid-tier and economy segments with high card consumption

CHALLENGES

- Smaller reach -- primarily mid-market and economy chains
- Less brand prestige than Avendra listing for enterprise sales
- Growing pains as Sodexo integrates acquisition

GPO STRATEGY RECOMMENDATION

Pursue dual GPO listing: submit Avendra application first (higher strategic value, longer timeline) while simultaneously onboarding with Entegra for faster revenue. Entegra's Wyndham and Choice Hotels coverage provides high-volume economy segment orders that fund the Avendra onboarding investment. Allocate \$15K-\$25K budget for GPO onboarding costs (insurance, product testing, audit preparation). Target Avendra listing within 8 months and Entegra within 5 months.



Preferred Vendor Programs

Requirements and pathways to approved supplier status



Documentation

Required paperwork and compliance

- ✓ Certificate of Insurance: \$5M general liability, \$2M product liability minimum
- ✓ Product certifications: ISO 9001, ISO 14001, ISO 14443A/B, REACH, RoHS
- ✓ Financial statements: 3 years audited P&L, balance sheet, cash flow
- ✓ Client references from comparable hospitality accounts (minimum 5)
- ✓ Sustainability documentation: environmental policy, waste reduction data, ESG report



Evaluation Criteria

How chains score potential vendors

- ✓ Product quality: lock system validation reports, failure rate data, batch consistency
- ✓ Pricing competitiveness: volume-tiered structures with TCO analysis
- ✓ Supply chain reliability: production capacity, lead times, buffer stock programs
- ✓ Technology integration: EDI ordering, e-procurement portal compatibility
- ✓ Innovation roadmap: R&D pipeline, new chip support, sustainability initiatives



Application Timeline

Typical approval process duration

- ✓ Initial application submission: 2-4 weeks preparation
- ✓ Product sample evaluation: 4-8 weeks (lock system validation critical)
- ✓ Factory audit: 2-4 weeks scheduling (Shenzhen facility tour required)
- ✓ Contract negotiation: 4-8 weeks (pricing, SLAs, warranty terms)
- ✓ Total timeline: 3-12 months from first contact to approved vendor status



Cardzgroup Advantages

What differentiates our application

- ✓ Ex-Gemalto engineering pedigree -- procurement teams recognize the name
- ✓ Universal lock system compatibility (7 systems validated in-house)
- ✓ 50-70% cost savings vs. current Western-branded card suppliers
- ✓ 5 regional offices provide local support that commodity manufacturers lack
- ✓ Established trade show presence at HD Expo, HITEC, Hotel Show Dubai



RFP Best Practices

Winning strategies for hotel chain procurement processes

1

Pre-RFP Intelligence Gathering

Research the chain's current key card suppliers, lock system mix, and procurement priorities before the RFP is released. Identify which properties are approaching lock system upgrades (VingCard to Essence, Onity to DirectKey) -- these create natural re-evaluation windows.

- ✓ Monitor hotel chain press releases for lock system upgrade announcements
- ✓ Attend HD Expo, HITEC, and Hotel Show Dubai with pre-scheduled meetings

2

Response Strategy Development

Lead with Cardzgroup's unique position: ex-Gemalto engineering + universal lock compatibility + Asian manufacturing economics. Every RFP response should include a lock system compatibility matrix showing Cardzgroup covers all systems the chain deploys.

- ✓ Address every RFP requirement explicitly -- missing items are automatic disqualifications
- ✓ Lead with TCO analysis: include failure rate data, re-encoding costs, and logistics savings

3

Pricing Architecture

Structure pricing to demonstrate volume economics. Include per-card pricing by chip type, volume tier breaks at property/regional/national levels, and a 24-month price-lock guarantee. Show side-by-side comparison with Western-branded competitor pricing.

- ✓ Include a "total cost of ownership" model covering card price + failure replacement + logistics
- ✓ Offer a no-risk pilot program: free sample kit + 500 cards at pilot pricing for 2-3 properties

4

Proof Points & Case Studies

Include quantified results from existing hotel clients. The Radisson MEA case study (38% cost reduction, 0.3% failure rate, 45 properties consolidated) is the strongest proof point. Supplement with volume metrics: 150M+ cards shipped annually, 2,000+ hotel properties served.

- ✓ Include 3-5 named references with permission to contact
- ✓ Quantify: "Reduced card failure rate from 15% to 0.3% across 45 properties"

5

Presentation & Follow-Up

For shortlist presentations, bring physical samples of every card type matched to the chain's lock systems. Demonstrate dual-frequency capability. Offer a factory tour invitation. Have senior leadership present to signal long-term partnership commitment.

- ✓ Propose a 90-day pilot at 2-3 properties with defined success metrics
- ✓ Follow up within 24 hours with a summary of commitments and sample shipment tracking



Relationship Building Timeline

18-month progression from initial contact to strategic partnership

Research & Identification

Month 1-2

Map target chain organizational structures. Identify procurement decision makers, brand standards managers, and regional operations directors at Marriott, Hilton, IHG, Accor, and Hyatt. Use LinkedIn Sales Navigator to build contact database. Prioritize APAC and MEA regions where Cardzgroup has office presence.

Initial Engagement

Month 3-4

Attend HD Expo (Las Vegas) and Hotel Show Dubai with pre-scheduled meetings. Send lock-system-specific sample kits to identified decision makers. Request introductory meetings with property-level GMs at hotels using VingCard and Saflok systems in Dubai and Southeast Asia.

Pilot Program Proposal

Month 5-6

Propose no-risk pilots at 2-3 individual properties per target chain. Deliver 500 free cards per property, pre-encoded for their specific lock system. Define success metrics: zero field failures in 90 days, delivery within 5 business days for reorders, and measurable cost savings vs. current supplier.

Pilot Execution & Results

Month 7-9

Execute pilots with exceptional service -- 48-hour response time on support requests, weekly check-in calls with property managers, proactive reorder notifications. Collect failure rate data, guest satisfaction metrics, and cost comparison analysis. Present results to property GMs and regional procurement teams.

Regional Expansion

Month 10-12

Leverage pilot success to secure regional approval for 15-30 properties. Submit GPO applications to Avendra and Entegra. Begin preferred vendor program applications with pilot data as proof points. Negotiate regional pricing agreements with volume tier breaks.

National Partnership

Month 13-18

Scale to chain-wide availability through GPO listing and preferred vendor approval. Establish quarterly business reviews with chain procurement leadership. Develop joint innovation roadmap (eco-friendly card materials, mobile key backup cards). Position for strategic co-development partnership with at least one target chain.

Partnership Tier Ladder

Revenue impact by partnership level for Cardzgroup Limited

Entry	Single Property Partner	Direct relationship with individual hotel GMs and front desk managers. Orders typically 500-2,000 cards per quarter. Opportunity to prove lock system compatibility and print quality on a small scale.	\$2K-\$8K/yr
Regional	Multi-Property / Regional	Approved across 15-50 properties in a geographic region. Regional procurement team relationship. Standardized pricing, dedicated account manager, and buffer stock program in place.	\$50K-\$200K/yr
National	Chain-Wide Preferred Vendor	Listed on national approved supplier list and GPO catalog. Available to all properties chain-wide. Formal contract with volume-based pricing tiers and 24-month price lock. Quarterly business reviews with VP-level procurement.	\$2M-\$8M/yr
Strategic	Strategic Co-Development Partner	Co-creation of custom card products for the chain (e.g., Hyatt luxury wood-finish cards). Joint sustainability initiatives. Exclusive or semi-exclusive arrangements. Seat on supplier advisory council.	\$5M-\$15M/yr

Implementation Roadmap

Phased approach for Cardzgroup Limited

<p>PHASE 1: FOUNDATION (MONTH 1-3)</p> <ul style="list-style-type: none"> ✓ Compile vendor documentation package (insurance, financials, certifications) ✓ Map decision makers at all 5 target chains using LinkedIn Sales Navigator ✓ Prepare lock-system-specific sample kits (VingCard, Saflok, Onity, Salto) ✓ Register for HD Expo, HITEC, BDNY, and Hotel Show Dubai 	<p>PHASE 2: OUTREACH (MONTH 4-6)</p> <ul style="list-style-type: none"> ✓ Launch targeted outreach to APAC and MEA procurement teams ✓ Attend trade shows with pre-booked meetings and sample kits ✓ Submit GPO applications to both Avendra and Entegra ✓ Secure 6-10 pilot property commitments across 2-3 target chains
<p>PHASE 3: PROVE (MONTH 7-12)</p> <ul style="list-style-type: none"> ✓ Execute and monitor all pilot programs with weekly reporting ✓ Collect and present failure rate data and cost savings analysis ✓ Negotiate regional expansion contracts with volume pricing ✓ Build documented case studies from pilot results for RFP submissions 	<p>PHASE 4: SCALE (MONTH 13-18)</p> <ul style="list-style-type: none"> ✓ Pursue preferred vendor status at 2+ chains using pilot success data ✓ Establish quarterly business reviews with chain procurement leadership ✓ Launch eco-friendly card line for chains with sustainability mandates ✓ Negotiate chain-wide contracts with 24-month price lock guarantees



Key Performance Metrics

Tracking partnership development and revenue impact

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Target Chains in Pipeline

Active engagement with Marriott, Hilton, IHG, Accor, and Hyatt across APAC, MEA, and North America regions

65%

Pilot-to-Contract Rate

Target conversion rate based on Cardzgroup's track record: 38% cost savings and 0.3% failure rate make a compelling case

\$3.5M

Avg. Contract Value

Projected average annual contract value for chain-wide RFID key card supply agreements

80%

GPO Coverage

Dual Avendra + Entegra listing provides access to 80% of branded hotel properties in North America

9.2/10

QBR Satisfaction

Target quarterly business review satisfaction score -- driven by on-time delivery, zero-defect quality, and proactive account management

\$7.5M

18-Month Revenue Target

Projected revenue from hotel chain partnerships: 2 chain-wide agreements + 3 regional contracts + GPO catalog orders

MEASUREMENT FRAMEWORK

Leading Indicators

Trade show meetings booked, sample kits shipped to decision makers, LinkedIn connections with procurement leaders, GPO applications submitted, pilot property commitments secured

Lagging Indicators

Pilots completed, regional contracts signed, chain-wide revenue from key card orders, total properties served, quarterly reorder rates, GPO catalog sales volume

Strategic Health

Partnership tier progression (entry to strategic), QBR scores, contract renewal rates, share of wallet growth within each chain, referral introductions between properties