



## Partner Spotlight

# apaleo

In December 2025, a significant milestone was reached in the collaboration between apaleo and Pricepoint: both platforms are now officially listed and certified on each other's marketplaces.

Apaleo users can now activate Pricepoint directly via the apaleo Store, and Pricepoint users can discover and connect to apaleo directly from the Pricepoint marketplace. This true two-way partnership is built on openness, modularity, and a shared vision for the future of hotel technology.

apaleo has established itself as the leading API-first, modular hospitality platform, allowing hotels to build their tech stack piece by piece. Operators choose exactly the tools they need, and apaleo ensures they work together seamlessly.

As an AI-driven dynamic pricing engine, Pricepoint aligns perfectly with this philosophy. It delivers continuous, real-time price optimization based on true market demand, booking pace, competitor trends, and live operational data.

The result is a partnership where:

- apaleo handles operational clarity, automation, and flexibility
- Pricepoint handles intelligent pricing, 24/7
- Hotels gain a modern, composable commercial engine

And now that both apps are available on both marketplaces, activating the integration has never been easier.

### **Modular is the future**

Both apaleo customers and Pricepoint customers can now discover, explore, and activate apaleo from either marketplace, reducing friction for both sides and ensuring a unified experience from day one.

The marketplace is exemplary of what apaleo is preaching: Modular tech stacks become even stronger. Hotels can mix and match tools, from housekeeping, to revenue, upselling, payments, automation, and Pricepoint is now one of the plug-and-play modules within that ecosystem.

### **Real-time data becomes actionable pricing intelligence**



apaleo delivers clean operational data via its API; Pricepoint transforms that data into live, optimized rates that reflect real-world demand. With this integration, there is no need anymore for manual pricing or rate spreadsheets. Once connected, Pricepoint automatically adjusts rates in real time while apaleo pushes them across channels. Hoteliers stay hands-off, but results stay high.

### **A shared vision for the future of hotel technology**

Both apaleo and Pricepoint believe in:

- Open ecosystems
- Composable tech stacks
- Automation that reduces manual work
- Technology that scales with the hotel, not against it

By becoming available on each other's marketplaces, the partnership becomes easier, faster, and more accessible for all hotels, whether you are an independent or boutique hotelier, a hybrid, or part of a growing brand.

### **Get started today**

- apaleo users: Install Pricepoint directly from the apaleo Store and activate real-time dynamic pricing within minutes.
- Pricepoint users: Discover apaleo in the Pricepoint marketplace and explore switching to a modern, fully open PMS built for the future.

Have questions? Our teams are happy to help you get set up.