



S.A.L.T CI TETAMU

PRODUCT BRIEF · S.A.L.T CI

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Hospitality operations and intelligence in one install. Run the property and understand the guest, on the property's own server, with AI that works inside the owner's bounds.

Rooms, rates and reservations

Aina AI concierge

AI trip planner

Halal food and prayer places

Journey and weather intelligence

Owner-set price bands

One property, one server

Aina · guest chat

Ada bilik Ocean View 20 hingga 22 Okt?

Ocean View is free for both nights. I have drafted it for 2 adults.
Draft TM2610200001 Pending payment

Held for you; confirmed once payment is received. Your route on the 20th looks clear.

OMBAK · Journey check · arrival 20 Oct

Heavy rain warning on the routeAfternoon

Flood watch, low-lying stretchClear

Road closure or accidentNone

Sea crossing (where needed)Smooth

Suggest arriving before 2 pm to stay ahead of the rain.

Illustrative screens; names, codes and figures are examples.



01 · WHY TETAMU

A stay is a chain of hand-offs. The guest notices every gap.

Most independent properties stitch together a reservation system, a booking engine, channel managers and a chat tool, each with its own login and bill. Nobody sees the whole stay.

2–3

Separate vendors a typical property stitches together, each with its own login and bill

4

Online travel channels whose rates and availability must stay in step

3

Languages guests write in: Bahasa Melayu, English and Mandarin

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Mainstream hotel platforms that, to our knowledge, check a guest's route for rain, floods, landslides, road closures or rough seas

Typical figures for independent properties in Malaysia, not measured at one property.

SIX STAGES OF A GUEST'S STAY**1****Ask**

In Malay, English or Mandarin

2**Check the journey**

Rain, floods, roads and sea

3**Plan the trip**

Halal food, prayer places, the day

4**Book**

Availability, price, a held draft

5**Stay**

Rooms, tasks and faults

6**Review and price**

Reputation and market

**Record it once**

Room types, rates, facilities and eateries set once, and used by the concierge, the planner and the pricing view.

**Check before you sell**

Heavy rain, floods, landslides, road closures and sea conditions decide whether a guest can arrive and what they can do. They belong in the same answer as the price.

**Show where it is**

Every booking has a code and a status, and every service reports its own health.





02 · THE PRODUCT

One install. Operations plus intelligence.

Tetamu is Malay for guest. TETAMU runs a property's daily business and adds an AI layer built on the same records. Each property gets its own copy, on its own server.

WHAT PEOPLE USE

guests, staff and the owner

Aina chat · web and WhatsApp

Trip planner

Booking page

Front desk

Ops board

Owner panels

INTELLIGENCE AND OPERATIONS SERVICES

each its own container and database

Aina · concierge

OMBAK · journey and weather

PANTAU · market and reputation

Itinerary · AI trip planner

Ops · rooms and faults

Notify · e-mail and WhatsApp

Scheduler · scans and checks

TETAMU CORE · HOTEL OPERATIONS

one record per property

Property setup

Rooms and rate plans

Availability

Reservations

Guests and staff

Activity log

SHARED GATEWAYS · THE ONLY ROUTES OUT

public and operator-owned sources

Model Gateway · S.A.L.T CI models

Map Gateway · cached maps

Self-hosted search

Weather, hazard and road advisories

Operator accounts · reviews, mail, WhatsApp

**One property, one server**

Guest, booking and operating data stay on the property's own server.

**Bounded AI**

Aina reads, prepares or escalates; PANTAU recommends inside the owner's band.

**Configured, never forked**

Channels, thresholds and schedules set on admin pages.

**Degrade, do not break**

If one service is down, the others carry on and the gap is shown honestly.

The owner sets the bounds. AI works inside them.

Price bands, autonomy levels, scan limits and allowed hosts are settings the owner holds. The concierge can prepare a booking but never confirm or charge one.





03 · AINA · CONCIERGE

A concierge that **checks before it answers**

Aina answers guests in their own language from the property's live records, not a fixed menu. It checks availability, the journey and promotions, finds halal food and prayer places, drafts bookings and plans trips.



Three languages

Bahasa Melayu, English and Mandarin, answered in kind, on the web and on WhatsApp.



Live availability

Room types, dates and prices checked against the property's own system, matching what the guest actually asked for.



Drafts, never confirms

A booking is drafted at once with a code and held until payment confirms it.



Journey-aware

Asks OMBAK about rain, floods, landslides, roads and the sea before reassuring a guest about an arrival date.



Halal and prayer

Finds halal-certified eateries and the nearest masjid or surau, with prayer times, and hands over to the trip planner.



Escalates to people

Complaints, refunds and sensitive matters go to staff on record, logged.

AINA'S TIERS

AINA MAY

Read rooms, rates, facilities, eateries, promotions and policies

Prepare a draft reservation with a code

Plan trips and check the journey

Escalate complaints and refunds to a named person

AINA MAY NOT

Confirm a booking or take a payment

Change a price or grant a discount outside a live promotion

Promise a safe journey when a warning check failed or a warning is in force

Decide a complaint or a refund itself

The evidence rule

Answers are grounded in the property's own records and live checks, never generic knowledge. A check that could not run says so instead of reassuring.



04 · OMBAK · JOURNEY INTELLIGENCE

Can the guest get here, and get around?

Weather and access decide a stay as much as the room does. OMBAK reads official weather warnings, flood and landslide alerts, road and traffic advisories and, where relevant, sea conditions, and turns them into one plain-language assessment for the guest's route and dates.

**WEATHER****Heavy rain and storms**

Official warnings for heavy rain, thunderstorms and strong winds along the route and at the destination, with timing.

**WATER****Floods and river levels**

Flood warnings and river levels near the property and the roads leading to it, especially during the monsoon.

**TERRAIN****Landslides**

Landslide warnings and slope-risk advisories for hill and highland routes after prolonged rain.

**ROADS****Closures and accidents**

Road closures, accidents, road works and heavy congestion reported on the guest's likely route.

**SEA****Crossings**

Wave height, wind and marine warnings for islands and coastal trips, where a property needs them.

**AIR****Haze and heat**

Air quality and heat advisories that change what is sensible to do outdoors.

HOW A JOURNEY CHECK WORKS

1

Route

From the guest's origin or nearest hub to the property

2

Gather

Warnings, advisories and forecasts for the route and dates

3

Assess

Plain-language rating per hazard, with source and time

4

Advise

Best time to travel, an alternative route, or a warning to wait

5

Watch

Re-checked before arrival; guest and staff alerted on change

**Alerts before arrival**

If a warning appears on an arriving guest's route, Aina messages the guest with options, and the front desk sees it on the ops board.

**Feeds the trip planner**

Today's conditions decide which activities stay in the plan and which are swapped for safer ones.

Never a false reassurance

Every assessment shows its source and time. If a warning feed cannot be reached, OMBAK says the check failed. Aina will not tell a guest the road or the sea is clear on a guess. Sources are official where available, plus the operator's own local contacts.



05 · AI TRIP PLANNER

An itinerary that adapts to the day

The trip planner turns a guest's interests into a day-by-day plan, built from the property's own list of places, halal food and prayer places nearby, live conditions and the guest's needs, and keeps it current during the stay.

**ASKS FIRST****Who is travelling, and how**

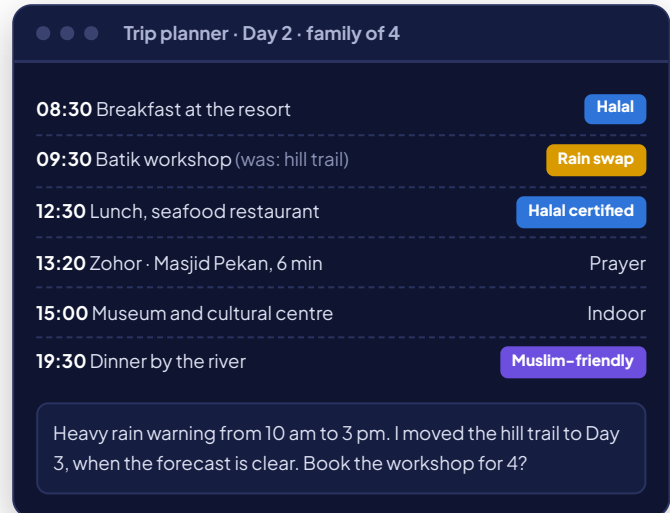
Party size, children or elderly guests, mobility, pace, budget and interests. Dietary needs are asked, never assumed.

**BUILDS****Day by day, in the right order**

Places, eateries and activities from the property's curated list, ordered by distance, travel time and opening hours.

**ADAPTS****Re-plans when conditions change**

Heavy rain swaps a hill trail for an indoor visit; a road closure re-routes the day; a rough sea moves the island trip.



Illustrative screen; places are examples.

HALAL FOOD AND PRAYER, BUILT IN

**HALAL FOOD****Eateries labelled honestly**

Halal-certified, Muslim-owned and Muslim-friendly are shown as different labels, never merged. The property confirms its list; status is shown with its source.

**PRAYER PLACES****Nearest masjid and surau**

Distance and travel time from wherever the guest is in the plan, including surau at attractions, malls and rest areas.

**PRAYER TIMES****Built into the day**

Local prayer times for each stop; Friday plans leave time for Jumaat prayers. Included only for guests who want it.

Every choice shows its reason. Activities, transport and rentals are bookable through connectors, and the plan is sent by WhatsApp or PDF and updated when it changes.



06 · OPERATIONS

Rooms turn over **without phone calls**

TETAMU Core holds the property's rooms, rates, availability, reservations, guests and staff, and the ops board moves housekeeping and maintenance through verified steps.



Rooms and rate plans

Room types, units, plans, seasonal overrides and maintenance blocks.



Reservations

Codes, status, room assignment and holds, from draft to check-out.



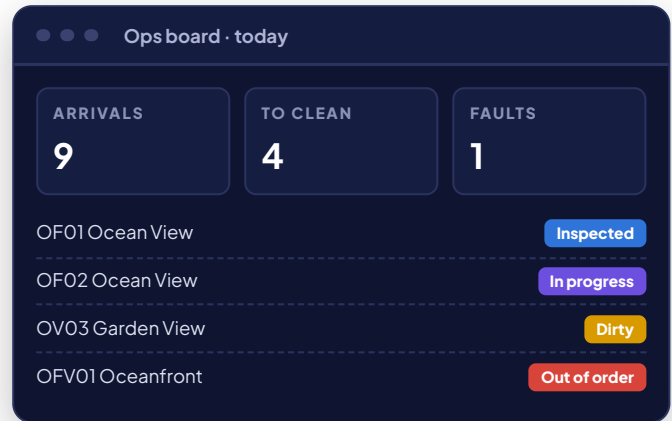
Housekeeping

Check-out creates a task; the room stays off same-day sale until verified.



Maintenance

Faults become tickets with owners, and rooms go out of order until fixed.



Illustrative screen.

NOTIFICATIONS AND SCHEDULING



Who is told what

Rules decide which staff hear about which events, by e-mail or WhatsApp, with recovery notices.



Scheduler

Scans, checks and reports on intervals the property sets, calling only allow-listed hosts.



Activity log

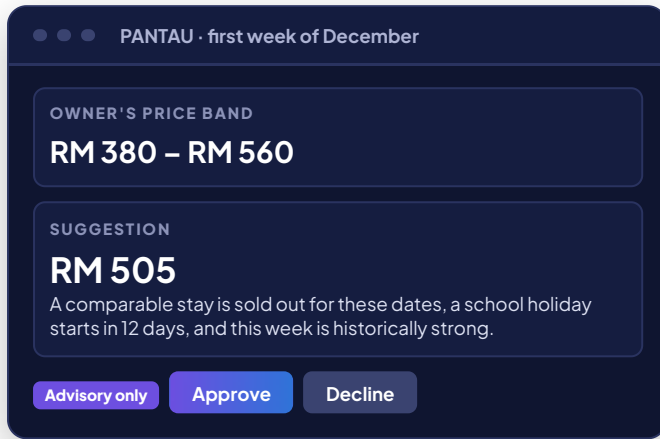
Who did what and when, across the front desk, housekeeping and the owner.



07 · PANTAU · MARKET & REPUTATION

Know where you stand, price inside your band

PANTAU watches comparable properties and public mentions, reads the property's own history, and recommends prices with its reasons, always inside the band the owner sets.



Illustrative screen.

AUTONOMY**WHAT PANTAU MAY DO****Advisory only**

Recommends with reasoning; the owner approves. The default for every new property.

Auto-promo

Starts or ends promotions inside the band; base rates still need approval.

Full auto

Runs pricing and promotions inside the band, for owners who have seen it work.

The same minimum and maximum apply at every level. PANTAU can never price outside the band.

WHAT IT READS**Comparable stays**

Found from public web search on a self-hosted engine, approved by the owner before they are watched.

**Reputation**

Mentions and reviews gathered across sources into one summary, using the operator's own review account.

**Public data only**

Never another property's private data. Every recommendation shows the evidence it used.





08 · CONFIGURATION

Configured by the operator. Never hard-wired.

Properties differ in rooms, rates, channels and guests. TETAMU keeps one platform and lets each operator configure what is theirs, with the right person holding each control.

LAYER	WHAT CHANGES	WHO HOLDS IT
1 · Knobs	Scan and check intervals, alert thresholds, recovery notices, housekeeping settings	Property administrator
2 · Rules	Who is alerted about what, price minimum and maximum, competitor approval, halal mode, which hazards OMBAK watches, the curated places list, allowed hosts	Owner
3 · Structure	Room types and counts, rate plans, facilities, eateries, brand colours, timezone, currency	Owner or revenue manager
4 · AI behaviour	Which model each module uses, and PANTAU's autonomy level	Owner with platform administrator
5 · New connectors	A ferry operator, a rental provider or a new channel	S.A.L.T CI engineering

ONE PLATFORM, MANY KINDS OF PROPERTY

ISLAND RESORT

Sea-aware

Sea crossings, ferry connectors, halal-aware planner.

CITY HOTEL

Channel-first

Road and flood checks, more room types, channel manager first.

BOUTIQUE HOTEL

Concierge-led

Rates, channels and Aina as the front door; curated local itineraries.

HOMESTAY

WhatsApp-first

Few units, WhatsApp-first, landslide and road checks for rural routes.



Setup wizard

A new property is onboarded by configuration, with no code change.



Operator-owned keys

Each operator brings its own review, mail and WhatsApp accounts, stored encrypted.



Safe defaults

Every new property starts with AI in advisory mode.





09 · DISTRIBUTION & BILLING

Sell everywhere, **never sell a room twice**

TETAMU connects the property to the channels guests already use, and closes the loop from booking to payment, receipt and Malaysian e-invoice.



Channel manager

Rates and availability kept in step across Booking.com, Agoda, Expedia and Airbnb.



Branded booking page

The property's own booking page and chat widget, in its brand colours.



Payment collection

Payment through the operator's chosen Malaysian gateway confirms the held draft.



Receipts and e-invoice

Receipts to guests, and e-invoices in the format required by LHDN.



Guest messages

Confirmation, reminders, journey alerts and itinerary updates by e-mail and WhatsApp.



One source of truth

Every channel reads the same availability in TETAMU Core.

FROM QUESTION TO CHECKED-OUT GUEST

1

Aina

Answers and drafts



2

Payment

Confirms the booking



3

Channels

Availability updated everywhere



4

Notify

Guest and staff told



5

Ops

Room prepared and verified



6

Invoice

Receipt and e-invoice

Tested without touching real money

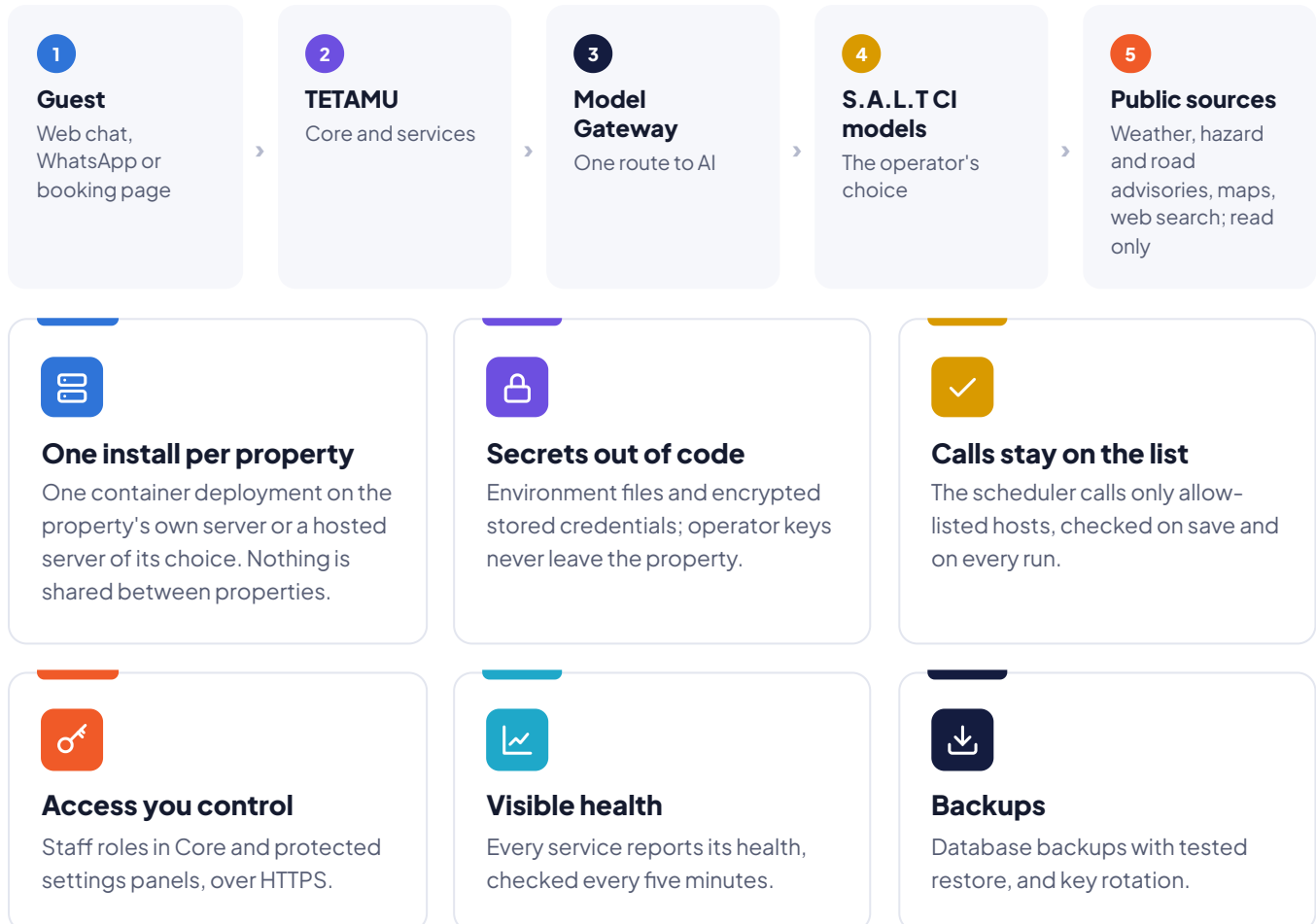
Payment and messaging flows are developed against the S.A.L.T CI Sandbox, which speaks the same APIs as real Malaysian gateways, mail and WhatsApp. Going live is a change of address and keys.



10 · SOVEREIGNTY & DEPLOYMENT

The property's data stays **with the property**

Reservations, guests, conversations, reviews and the activity log live in the property's own databases. AI calls pass one gateway, pointed at the models the operator chooses.





11 · WHY TETAMU

Five questions for **any** hospitality vendor

The answers matter more than the demo.

QUESTION	TETAMU ANSWER
Where do guest data and AI run?	On the property's own server. AI calls pass one gateway pointed at the models the operator chooses.
Who changes the setup: you or the vendor?	The operator, from admin pages: alert rules, schedules, price bands, facilities and models.
Can every AI action be bounded and traced?	Yes. The concierge cannot confirm or charge, PANTAU stays inside the band, escalations are recorded, and failed checks are reported as failed.
Does it fit local guests and conditions?	Three languages, halal food and prayer places that ask first, Malaysian time throughout, local payments and e-invoice, and journey checks for rain, floods, landslides, roads and the sea.
Is it one more silo?	Part of S.A.L.T CI, sharing the same gateway, models and search as the rest of the family.

HOW IT COMPARES

CAPABILITY	TYPICAL LOCAL PMS	GLOBAL CHANNEL SUITES	TETAMU
Channel manager and e-invoice	Yes	Add-on	Yes
Concierge that checks live data	Rule-based FAQ	Chat drafting	Agentic, grounded
Journey and weather intelligence	None	None	OMBAK
Itinerary that re-plans with conditions	None	None	Trip planner
Data residency	Vendor cloud	Foreign cloud	Property's own server

How to compare fairly

Give each vendor the same monsoon arrival: route check, three days with halal meals and prayer stops, a room booked. Run it on the property's own server, then cut the network.



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