Data Meaning Put Business Intelligence Tools in the Hands of Hotel Executives

Data Meaning

Fast and Flexible Report Tools Delivered to Executive's iPads

Business Challenge

The client in this case is a global leader in the hospitality industry. Their business is becoming more complex, as industry competitors manage multiple brands and develop new properties rapidly. The client operates hundreds of properties worldwide and is developing roughly twenty percent of these at any one time. The company owns ten brand franchises. Faced with a dated business information reporting system, company executives turned to Data Meaning to deliver fast and flexible access to the key performance indicators (KPIs) they needed to stay competitive.

Need for Key Performance Indicators

Company executives working to attract new franchisees require up-to-the minute information on their brand hotel properties (actual and under development). Access to KPIs for each brand is also important so that any potential new property can be reviewed and then positioned within an appropriate brand. KPIs for the hospitality industry include average daily rate (ADR), revenue per available room (RevPAR), and occupancy rate. Fast and flexible access to these KPIs would give company executives the information and credibility needed to sign franchise deals with the best properties.

Faster and More Flexible System Needed

In this competitive situation, the company used a legacy reporting system that was too slow and did not offer ad-hoc capabilities. KPI data was often a month old by the time it reached executives. Report updates about hotel brand changes and new development properties were equally slow. The company needed a faster and more flexible reporting system to allow them to compete.

Faster Analytics in the Short Term

To address these issues, the client planned to modernize its reporting system in two phases. First, they commenced a project to build a system-wide data warehouse. Finally, they built an interim solution for the business intelligence (BI) tools they would ultimately use with their data warehouse. The interim system uses flat file outputs from existing company data sources to build reports with MicroStrategy BI tools. Initial functionality is limited but does allow company executives to gain fast and flexible access to the major business KPIs in the short term.

Delivering Data into Executive Hands

For the interim project, the client needed to send report data directly to end-users. MicroStrategy had just released (2010) plug-in functionality to make BI report dashboards available in Apple iPhone and iPad applications (apps). Client executives understood that making data available directly to hand-held devices met their need for fast and flexible

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delivery. Using the elegant iPad as the delivery vehicle also emphasizes the cutting edge nature of the their brand. The company made a decision to adopt the Apple iPad as their corporate standard for executive information delivery.

Data Meaning MicroStrategy BI App Expertise

The client realized that they needed specialist expertise that could only be supplied by a company such as Data Meaning. App plug-in functionality is only available with the latest MicroStrategy software release. Most BI implementation companies have no experience using the latest release because their clients are using older versions. Data Meaning experts learned to use the app plug-in as soon as it was released and were ready to help the client immediately.

Data Meaning Delivered Fast Results at a Reasonable Price

In addition to their expertise with MicroStrategy BI tools, Data Meaning offered the client two additional advantages. First, Data Meaning provided expert implementation resources on short notice so that the company would not lose time waiting for results. Second, the Data Meaning "expert only" implementation approach is less expensive than larger competitors that require management overhead. As a result, Data Meaning delivered fast and flexible BI tools to company executives at a reasonable price.

Rapid Development Environment

To accomplish this, Data Meaning built iPad apps and iPhone apps in just two months using out-of-the box MicroStrategy functionality. Not only are the apps attractive to executives, they also deliver fast performance. Using a mobile server to feed an iPad app bypasses the browser and improves response times. Apps require minimal IT support and are very user-friendly.

Positive Business Results

Company executives now use fast report dashboards on their iPads to access and query their KPIs. The company's image when presenting data to a potential franchisee is considerably enhanced. Up-to-the minute data allows executives to be competitive and credible. A long project to overhaul the company's data warehouse became an opportunity to adopt new technology to compete immediately and effectively. Data Meaning provided the expertise and speed-to-market the company needed to deliver fast and flexible intelligence into the hands of their executives.

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The Data Meaning Value Proposition

This project demonstrates how Data Meaning expertise delivers high value BI solutions requiring specialist tools at a reasonable price point in a rapid timeframe. The Data Meaning value proposition includes bringing expert resources to bear in building BI systems without compromises in performance and functionality. Data Meaning is able to provide this specialist expertise directly to clients or as part of a larger implementation team.

To learn more about Data Meaning, please visit **www.datameaning.com**