

RETAIL: ALLOSO TECHNOLOGIES



“MICROSTRATEGY MOBILE PROVIDES US WITH A CUTTING-EDGE SOLUTION THAT TRANSFORMS THE WAY OUR HOSPITALITY CLIENTS WORK. HOTEL EMPLOYEES ARE ALWAYS CONNECTED AND READY TO MAKE TIME-SENSITIVE BUSINESS DECISIONS ON THEIR IPADS, AND THAT TRANSLATES TO GREATER PRODUCTIVITY, VISIBILITY, AND EFFICIENCY.”

– JON GORMAN, CHIEF TECHNOLOGY OFFICER AT ALLOSO TECHNOLOGIES

APPLICATIONS: HOTEL PERFORMANCE MANAGEMENT FOR THE IPAD

CHECKING IN ON HOTEL PERFORMANCE WITH MICROSTRATEGY MOBILE

Company Overview

Headquartered in Raleigh, North Carolina, Allosso Technologies is a software development and consulting company providing the hospitality industry with solutions to help them manage and improve the performance of their portfolios.

Data on the Go

Managing the data across multiple brands of hotels or even across a chain of hotels can be a daunting task if your workforce is inherently mobile and guest service comes first. Hotel managers have a very real need to access their data on-the-go and a mobile solution uniquely suits this need.

In June 2010, Allosso Technologies launched a new mobile app for their hospitality clients. Allosso’s new mobile app, powered by MicroStrategy Mobile, helps hotel managers and executives view information dashboards on expense management, budgets and forecast data, and much more, all with a touch, swipe, or tap. With an iPhone or iPad, hotel managers can analyze P&L data, make budget comparisons, track revenue segments, examine expenses, and read guest reviews as they become available.

For example, a general manager (GM) can instantly look up and analyze information about rate and occupancy, competitorS’ performance data, variances to budgets and forecasts, and even

gross operating profit/net operating income—from anywhere in the hotel or across the world. With a few taps on an iPhone or iPad, the GM and department heads have everything they need access to right in their hands, and are no longer tied to the back office to do their jobs.



Responding to Key Operational Metrics from Anywhere

Making budget comparisons is very important to a GM’s job. It’s critical for a GM to balance expenses and manage labor costs efficiently. Today, a GM or department head can access the app and swipe an iPhone or iPad graph to analyze labor POR (per occupied room) variances to budget forecasts.



“The single biggest request we hear from our hospitality customers is their desire to monitor labor variances,” said Jon Gorman, CTO of Allosso Technologies. “With MicroStrategy Mobile, a GM can adjust labor costs on a daily basis as opposed to waiting until next month to see all the numbers. The ability to react daily to labor variances is a big win, and our hospitality clients consider this capability invaluable.”

Consider a regional manager who supervises between five and ten hotel properties on average. With the app, the regional manager can analyze the performance of each property, and make comparisons to neighboring competitors. With the data on an iPhone, a regional manager can see if properties are gaining or losing market share relative to other hotels, and track occupancy and rate metrics closely. With a quick swipe, a regional manager can switch to managing flow-through across the properties. In other words, that manager can determine whether expenses are in alignment to revenue fluctuations. “The iPhone is an effective way for a regional manager to see if expenses are being adjusted according to changes in revenue,” added Gorman. “If revenues dip, a regional manager has the ability to manage flow-through, and adjust expenses to be in sync with revenue.”

## Staying Connected, Keeping Business Users Informed

Allosso is able to reach across a broad range of users, including executives, regional managers, general managers, and department heads, in a dynamic, more effective way. Consider a hotel general manager who’s typically bombarded with front desk and housekeeping activities, meetings, or a host of other hotel-related issues. The iPad app adds some perspective into a GM’s daily

schedule, adds Gorman. Returning to the office to look at reports and making business decisions at a later time is a thing of the past; operational decisions can be made on the spot.

“Mobile BI changes the dynamic of decision-making across the hospitality industry,” adds Gorman. “Mobile apps ensure that everyone who needs access to information can get it when and where they need it, particularly for those folks who don’t have time to spend on the computer because they’re out on the floor.”

Account	Balance	YTD	YTD (%)
<b>Total Revenue</b>	<b>\$1,041,000.00</b>	<b>\$1,041,000.00</b>	<b>100.00%</b>
<b>Total Rooms</b>	<b>\$888,000.00</b>	<b>\$888,000.00</b>	<b>85.30%</b>
<b>Total Food &amp; Beverage</b>	<b>\$153,000.00</b>	<b>\$153,000.00</b>	<b>14.70%</b>
<b>Total Telephone</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>1.00%</b>
<b>Total Miscellaneous</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00%</b>

## Up and Running with MicroStrategy Mobile in a Week

Allosso was able to easily extend its Web-based Portfolio One system to a mobile platform. Not only is the mobile app user-friendly and intuitive, but various features of the platform also sped the development during the MicroStrategy QuickStrike program. “The speedy development cycle proves how well the product can be up and running in days. MicroStrategy came on site, quickly understood the business use, reused existing metadata, and built the mobile app in a week’s time,” said Gorman. Gorman also

added that flexibility, security, and reusability are all key features of MicroStrategy Mobile.

Officials at Allosso consider the architecture to be world-class because a developer doesn’t have to recreate the metadata from scratch. “We can actually have a business user build a report for the iPhone or an iPad, which is impressive and almost inconceivable in the development world,” said Gorman. Reusability saved Allosso significant time, and its platform architecture allows them to reach further into a hospitality organization.

## Productivity and Efficiency Gains

Clearly, officials at Allosso are energized about the next level of business efficiency that MicroStrategy Mobile has delivered for its clients. Having access to the iPad app is a powerful, portable way for hotel managers and executives to access a broad range of information, and it’s uniquely suited to the round-the-clock operations across the hospitality industry.

“Our new iPhone and iPad app is the first of its kind for the hospitality industry, and we are delighted that our clients see real value in having the advanced tools to help them enhance their business performance anywhere in the world, and at any time,” said Gorman. “MicroStrategy Mobile provides us with a cutting-edge solution that transforms the way our hospitality clients work. Hotel employees are always connected and ready to make time-sensitive business decisions on their iPads, and that translates to greater productivity, visibility, and efficiency.”