



MICROSTRATEGY SOLUTIONS FOR HOSPITALITY

HOSPITALITY COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO IMPROVE CUSTOMER SERVICE, IMPLEMENT BETTER PROMOTIONS, AND MORE ACCURATELY ANALYZE REVENUE INDICATORS.

Leading companies in the Hospitality sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

CUSTOMER ANALYSIS

- Create products and services that match customer preferences and push different cross-sells and up-sells to “good” customers identified from past visit data
- Determine reinvestment levels and offer comps according to customer value by analyzing customer demographics that uncover purchasing patterns, buyer behavior, and total customer profit

SALES AND MARKETING ANALYSIS

- Create customer spending opportunities by identifying relationships amongst services and offering product bundles such as dining and entertainment services along with room bookings
- Reduce market cannibalization and ensure unique brand messaging by creating a distinct brand identity alongside the continuous evaluation of marketing campaigns
- Optimize operational efficiencies and identify the most profitable marketing campaigns by reviewing ROI, performance, and investigating effectiveness through the amount of revenue generated and customers created

SERVICE ANALYSIS

- Ensure customer delight by providing enhanced services such as in-room technology, dining, and entertainment options that match customer preferences
- Track service performance by analyzing customer wait times, the results of customer satisfaction surveys, and productivity of employees in order to adjust and improve labor scheduling and training

MARKET PERFORMANCE AND EXTERNAL ANALYSIS

- Ensure congruence of brand placement and service mix with customer demand by analyzing competitive position from customer surveys and market share data
- Evaluate performance of travel agencies and other partner companies on the basis of Internet sales, cross-promotion, and Web advertising effectiveness

OPERATIONS AND FINANCIAL ANALYSIS

- Increase revenue per room by using predictive models to optimize price points, reduce costs, and maximize occupancy rates

CUSTOMER IMPLEMENTATIONS

STARWOOD HOTELS & RESORTS

- Starwood uses MicroStrategy for market performance analysis, owner relations, operations, strategic account management, and global sales analysis.
- 3,700 Starwood personnel use MicroStrategy's highly visual information dashboards and content-rich reports for valuable insights into their customers and key business areas, including revenue management, reservations, property management, and brand analysis.



CLASSIC RESIDENCE BY HYATT

- Classic Residence uses MicroStrategy reporting and dashboards across multiple strategic business areas, including Sales, Marketing, Finance, and Human Resources.
- Classic Residence recently expanded its use of the MicroStrategy platform to evaluate and enhance operational performance and support its growing business intelligence requirements.



The MicroStrategy platform supports the technical needs of Hospitality customers:

- Companies in the Hospitality industry, in order to best service their customers, are often searching for customer purchasing trends, or links between otherwise unrelated data, requiring the need for sophisticated drilling to any set of data in the warehouse from any reports
- Due to continued growth, data in the Hospitality industry is quite often greatly distributed across many transactional systems and requires a BI solution that can report on and analyze information from multiple sources on a single dashboard or document
- MicroStrategy's centralized administration and development of all BI applications allows for more resources to focus on building revenue and improving service delivery than building reports

"We are embarking on a significant technology transformation to improve our quality and level of customer service, and MicroStrategy will provide us with important insights to help us build more meaningful, long-term relationships with our guests. With MicroStrategy, our business users can create reports and disseminate them across the organization, enabling us to make strategic, data-driven decisions to improve the guest experience at our properties around the globe."

— TODD THOMPSON, CHIEF INFORMATION OFFICER, STARWOOD HOTELS

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

<http://www.microstrategy.com/BIsurvey>

For a list of customers by industry, including Hospitality, visit:

<http://www.microstrategy.com/CustomerList>

MicroStrategy®