



Hotels & Resorts

Jump-Start an Enterprise BI Culture

▲ The challenge

Deploying an Enterprise BI Solution that helps identify operational improvements opportunities while reducing service-level risks, based on trusted and governed data that is available 24/7, through pre-defined dashboards that are accessible in a consistent manner from any computer, iPad or iPhone, in a company where its executives and business users are not familiar with such tools, can be very challenging. One of the reasons for this situation is that most executives in the area of operational and financial performance analysis, have been very influenced for many years by a tabular analysis paradigm created by accessing the information from hundreds of spreadsheets or static reports created by sophisticated traditional consolidation and reporting tools (even if this information has been recently formatted into great visualizations as a result of using fancy pure-play self-service analytics tools that feed from the same sources of non-governed data).

The replacement of these multiple silos of information, and their associated multiple ungoverned reports and/or dashboards, with a true enterprise BI solution that promotes self-service analytics based on a single trusted and governed data displayed in the appropriate dashboards, requires a design, development and deployment process that will typically require several months of work by a multi-discipline team that provides the functional expertise, associated industry guidelines compliance, and proper technical architecture that would allow the solution to grow and adapt to the organization's requirements for many years to come. Unfortunately, this lengthy process is not compatible with the urgent need to access this type of tools to properly react to the business challenges.

▲ The solution

By deploying our out-of-the-box HOBI solution, following our quick-hit Implementation approach, we help our customers deliver a mobile and web based solution, including self-service analytics tools, in weeks, and not months, on top of an enterprise analytics platform that will support our customers current and future analytics needs for the next 5 to 10 years (and more).

Following ten basic steps, we help our customers jump-start their adoption of a BI culture and go-live with our solution in weeks. As a by-product of this approach, our customers will have all components in place to allow business users and data scientist to begin exploiting the benefits of our solution (and its underlying enterprise analytics platform), and to allow the BI and technical team to expand and/or customized the solution using MicroStrategy's standard development tools.

Integrated & Scalable
Analytics for Hospitality
on the **MicroStrategy**® platform



Quick-Hit Implementation

Quick-Hit Implementation Approach

Our “Quick-Hit Implementation” process consists of 10 basic steps that helps our customers jump-start their enterprise BI culture and go-live with our solution in weeks (*).

1. Agree on Scope and Timeline



Understand customer’s specific decision making process and data analysis requirement, identifying the main limitations they currently experience.

2. Setup Cloud Environment



Configure the application to be aligned with the selected technology platform based on customer’s sizing needs, and establish the communication channels to data sources.

3. Review & Confirm Data Sources



Assess the type and source of data available within the organization and establish the migration path to clean up and prepare it for business intelligence use.

4. Update Data Warehouse



Gather all required data and populate the application’s data warehouse tables creating a centralized data repository of properties and all their related attributes.

5. Configure Mapping



Map the specific transaction codes used in source data files to the corresponding property, departments, accounts and KPIs defined in the data warehouse.

6. Complete Data Conversion



Prepare and process historic data, populating all the tables needed to display the information on the grids and graphs available in the standard application’s dashboards.

7. Train the Trainers



Applying the *train the trainer* cascading technique, prepare users to navigate through the application dashboards extracting the maximum value and in the most efficient way.

8. User Acceptance Testing



Run thorough tests of the application, verifying that all data populated is correct and ready for live usage, and the application properly runs on the selected platform.

9. Go-Live



Complete all final deployment tasks, and open the solution for general availability, monitoring that everything is progressing as planned.

10. Post Go-Live Support



Assist our customers in all technical and functional aspects around our solution, and provide software updates and hot fixes.

(*) Notes:

- The typical duration for a small implementation is 2 to 6/8 weeks, depending on data clean up requirements, client personnel participation in doing it, training needs, etc.
- A better estimate is generally available after Step 1 (Project Planning Workshop) is completed, during the first week of the implementation.
- These estimates don't include customizations and adaptations that the client may require. Estimates to develop these are prepared as a result of the customization design effort.