Our HOBI solution includes hundreds of web and mobile dashboards (developed using MicroStrategy’s standard toolsets) that allow executives and managers, at the corporate level, to harness value from diverse internal and external data sources, support multiple storytelling of the same data, ensure that all decision makers speak the same language and use consistent set of KPIs to measure the business, streamline ownership reporting and communication, align all stakeholders, and promote organizational transparency and visibility for management and hotel owners. By doing so, they can get answers at a glance, with uniformity and consistency across all interfaces, and create and share their own self-service insights in a secured and scalable enterprise environment. This helps them make more effective and timely decisions to optimize key areas of their business, implement better promotions, produce expected ROI for capital improvements on renovated properties, and have greater control of operational expenses and labor performance to reduce costs without affecting service level performance. As a result of these decisions, they can maintain a competitive edge, and create a behavior change in the organization to continue reduce costs while improving service level.
Analytics at the CORPORATE level

Multi-Property Daily Performance Analysis
Analyze the aggregated daily revenue and operational KPIs performance of multiple properties, either in an “early-bird mode” (i.e. considering transactions that have not been yet processed through your daily income audit process), or in “audited mode” (considering the results of your income audit process).

Multi-Property Operational & Financial Analysis
Analyze the aggregated operational and financial results and topline KPIs of multiple hotels, including comparisons between properties, flags, brands, markets, etc., and top/bottom ranking analysis grouped by multiple attributes such as asset manager, region, market, brand, flag, management company, etc.

Multi-Property Market Segmentation Analysis
Analyze your property’s Room Division revenues and Topline KPIs by industry-defined segmentation (i.e. Group, Transient, or Contract), or by company specific Detail Market Segmentation within each Main Market Segmentation (i.e. Group, Retail, Negotiated, Lease/Contract or Other), and compare multiple Properties results.

Multi-Property STR Benchmarking Analysis
Analyze the aggregated performance of topline KPIs of multiple hotels compared with their respective main competitive sets, grouping them by Brand, Market, Mgt. Company or Portfolio, including the corresponding performance by Market Segmentation, Day of the Week, the Last 3 Months, YTD Last 12 Months

Multi-Property CAPEX Spend Analysis
Analyze the aggregated CAPEX spend of multiple hotels grouped by Brand, Flag, Portfolio, or other attributes, as well as by type of spend such as Renovations, Expansions/New Builds, Routine Upkeep, Technology, and Other, including status of CAPEX Projects by status (under or over budget), etc.

Multi-Property Labor Performance Analysis
Analyze the aggregated Labor Performance of multiple properties grouped by Region/Asset Manager, and identify areas of labor cost reduction opportunity (and increase EBITDA), and areas of potential service risks due to significant variances against standards, budget, and/or rolling forecast values.

Hotel Supply & Pipeline Analysis
Analyze annual trend of existing supply of hotels and rooms, and pipeline (new hotels and rooms) related to existing construction projects, by Chain Scales, for all Markets, or from only those markets where your company currently owns properties.

Multi-Property Group PACE Analysis
Analyze the aggregated future bookings information for multiple properties based on the data of the specific Guest Room PACE reports, and compare those bookings with the actual results of the current year, and Same Time Last Year (STLY) values of actuals and bookings.

Multi-Property CAPEX Spend Analysis
Analyze the aggregated future bookings information for multiple properties based on the data of the specific Guest Room PACE reports, and compare those bookings with the actual results of the current year, and Same Time Last Year (STLY) values of actuals and bookings.

Multi-Property Information & Selection
Corporate executives can easily access to detail information associated to each property (including their geo-location and picture), and select multiple properties based on different combinations of values of attributes such as Flags, Brands, Portfolio, Mgt. Company, Room Range, STR Chain Scale, Owner, etc.. They can also create their own pre-defined groups of properties to support different types of repetitive analysis.

Multi-Property Business Line Analysis
Allow executives to analyze information of specific business lines across multiple properties, and allow users to create pre-defined groups of departments by Business Line (based on different combinations of values of multiple attributes such as Division, Major Operations, Department Categories, Sub-Categories, etc.) to support different types of repetitive analysis.

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