In addition to the specific rooms sales and management operations that all hotels and resorts provide to their guests, most hotels and resorts also provide several other services to their guests, such as food, beverages, merchandising, fitness, spa, golf, tennis, business centers, and many others. The provisioning of these services is done by specific departments that are managed independently from each other (i.e. with departmental specific P&L and operational reporting), and have specific applications that capture and generate large volume of data every minute, hour, day, etc.. Many of these applications are developed and maintained by different vendors, based on different technologies, with diverse coding structures identifying different types of transactions (i.e. revenue, expenses, and costs, and corresponding statistics) and specific departments. This imposes a challenge to department managers (and their respective business line directors at the property level), that need a single source of the truth, in a timely manner (i.e. daily, weekly, monthly, etc., based on the availability of the trusted data), and available in their respective mobile devices, so that they can access it at anytime and anywhere.

The solution

Our HOBI solution includes hundreds of web and mobile dashboards (developed using MicroStrategy’s standard toolsets) that allow department managers and business line directors to harness the 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 the operations of their department, implement better promotions, 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 their specific departments to continue reduce costs while improving service level.
Empower your Division Directors and Department Managers to create and share their own data insights based on user-oriented Intelligent Cubes that provides ease of access and use of the same trusted and governed data displayed in all out-of-the-box dashboards, and combine such data with external data that enriches the data discovery process.

Department Level Governed Self-Service Analytics

Allow Division Directors to create their own lists of pre-defined groups of Departments within their Divisions (based on different combinations of values of multiple attributes such as Major Operations, Categories and/or Sub-Categories, etc.) to support different types of repetitive analysis.

Multiple Lists of Departments for Repetitive Analysis

Analyze your property’s specific Undistributed Expenses (from your Administration & General, Sales & Marketing, Repairs & Maintenance, and Utilities Departments), with a breakdown of salary, wages and other payroll expenses, and other operational expenses, with the corresponding CPOR analysis.

Undistributed Departments Expense Analysis

Analyze the daily performance over the past 365 days of those job classes in your Department that have labor costs reduction improvement opportunities, due to significant variances between actual hours worked vs standards, budget, and/or rolling forecast values.

Department’s Daily Labor Performance Analysis

Analyze the hotel’s Room Division department’s daily revenue and operations KPIs performance (i.e. Paid Occupied Rooms, ADR, Room RevPAR, etc.) 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).

Room Division’s Daily Revenue & KPIs Analysis

Analyze the hotel’s F&B Division department’s daily revenue and operations KPIs performance (i.e. Food Covers, Capture, Food Avg. Check, etc.) 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).

F&B Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s Casino Division department’s daily revenue and operations KPIs performance (i.e. Table Hold %, Table Win %, Slot Hold %, etc.) 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).

Casino Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s Resort Division department’s daily revenue and operations KPIs performance (i.e. # of Golf Rounds, # of Spa Treatments, Marina Occup. Slips, etc.) 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).

Resort Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s Other Revenue Division department’s daily revenue and operations KPIs performance (i.e. Club Membership Sold, # of Member Resignations, etc.) 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).

Other Rev Division’s Daily Revenue & KPIs Analysis

Analyze your Department’s operational KPIs and financial results, either by year, or by month (including YTD, BOY, Full Year, L12M), with breakdown by type of revenue, key statistics, and expense, and drill down into department specific revenue grouping, and type of expenses, with the corresponding CPOR analysis.

Department’s Operational & Financial Analysis

Analyze your hotel’s Room Division department’s daily revenue and operations KPIs performance (i.e. Paid Occupied Rooms, ADR, Room RevPAR, etc.) 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).

Room Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s F&B Division department’s daily revenue and operations KPIs performance (i.e. Food Covers, Capture, Food Avg. Check, etc.) 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).

F&B Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s Casino Division department’s daily revenue and operations KPIs performance (i.e. Table Hold %, Table Win %, Slot Hold %, etc.) 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).

Casino Division’s Daily Revenue & KPIs Analysis

Analyze your hotel’s Resort Division department’s daily revenue and operations KPIs performance (i.e. # of Golf Rounds, # of Spa Treatments, Marina Occup. Slips, etc.) 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).

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Analyze your hotel’s Other Revenue Division department’s daily revenue and operations KPIs performance (i.e. Club Membership Sold, # of Member Resignations, etc.) 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).

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Department’s Operational & Financial Analysis