Most hotels and resorts capture and generate large volumes of data every minute, hour, day, week, 15 days, month, quarter, semester, and year, from multiple internal and external “best of breed” application systems. Due to the nature of these applications (i.e. developed and maintained by different vendors, based on different technologies, etc.), the same entity within the property (i.e. business unit, department, restaurant or outlet), or transaction type (i.e. revenue, expenses, and costs, and their respective associated business volumes or statistics), are coded in many different ways. Even though many of these best of breed applications contain their own specific analytics modules, most of them only display the information contained in such application, and do not provide a complete, consistent, or integrated view of the whole property operations. This coexistence of best of breed applications impose a challenge to General Managers and other key executives, directors and managers at the property level, to have a single version of the truth, in a timely manner (i.e. daily, weekly, monthly, etc., based on availability of the trusted data), and available in their respective mobile devices so that they can access it at anytime and anywhere, especially when walking through the different areas of the property.

Our HOBI solution includes hundreds of pre-defined objects and tools such as ready-to-go and/or customizable web and mobile dashboards (developed using MicroStrategy’s standard tool set) that allow property executives and managers 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. It also uses 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 property, implement better promotions, produce expected ROI for capital improvements, 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.
Empower your hotel/property executives and business users 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 available dashboards, and combine such data with external data that enriches the data discovery process.

24 / 7 Access to Pre-Run Property Reports or Files
Empower your hotel/property executives and business users to create and share their own data insights based on user-oriented Intelligent Cubes that provide ease of access and use of the same trusted and governed data displayed in all available dashboards, and combine such data with external data that enriches the data discovery process.

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

Property Specific Operational & Financial Analysis
Analyze your property’s operational and financial results, either from a year-over-year annual performance, or by month (including YTD, BOY, Full Year, L12M), with revenue and profit breakdown by major department, and drill down into revenue, profit, payroll and other operational expenses, including CPOR analysis.

Property Specific STR Benchmarking Analysis
Analyze your property’s performance compared with each of its respective competitive sets, analyzing topline KPI data in both a graphical and grid format by Market Segment, by Day of the Week, and by different periods (i.e. Monthly, YTD, L3M, L12M, MTD, L28D, Weekly and Daily).

Property Specific CAPEX Spend Analysis
Analyze your property’s actual and projected CAPEX spend, by year and/or month, with breakdown by project, category (such as Renovations, Expansions/New Builds, Routine Upkeep, Technology, and Other), by area within the hotel, and by their budget status (under/over budget).

Property Specific 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.

Property Specific Labor Performance Analysis
Analyze the top labor costs reduction improvement opportunities by Job Class and Department within your specific property, as well as areas of potential service risks due to significant variances between actual hours worked vs standards, budget, and/or rolling forecast values.

Property Specific Group PACE Analysis
Analyze your property’s Room Nights, ADR and Room Revenue found in the Group Rooms PACE reports, including bookings for the current year and following two years, compared with the actual and forecasts results of the current year, and to Same Time Last Year values of actual and bookings.

Property Specific Department Selection & Analysis
Allow property executives to create their own lists of pre-defined groups of Departments (based on different combinations of values of multiple attributes such as Division, Major Operations, Department Categories and/or Sub-Categories, etc.) to support different types of repetitive analysis.

Property Specific Operational & Financial Analysis
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Property Specific Operational & Financial Analysis
Analyze your property’s operational and financial results, either from a year-over-year annual performance, or by month (including YTD, BOY, Full Year, L12M), with revenue and profit breakdown by major department, and drill down into revenue, profit, payroll and other operational expenses, including CPOR analysis.

Property Level Governed Self-Service Analysis
Empower your hotel/property executives and business users 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 available dashboards, and combine such data with external data that enriches the data discovery process.