Hotels & Resorts

Customer | Specific HOBI Solution

◤ The challenge

Often times, businesses in the hospitality industry feel that they have very unique information requirements and decide to design and develop their BI solutions from scratch, demanding a lot of hard work, and taking a lengthy process.

But when these solutions are related to providing insights (and effective visualization tools) to help executives identify operational improvement opportunities and monitor areas where the service levels may be negatively impacted, such solutions are based on well-defined and clearly understood processes, such as accounting and finance, supply chain management, labor performance management, etc., and there is a generalized feeling among the developing team that they are reinventing the wheel.

Truth be told, companies in the hospitality business have a lot of similarities when referring to these areas and could benefit, even partially, if they could use an existent solution that covers these common features and, at the same time, creates a platform for an easy development of the required additional unique features.
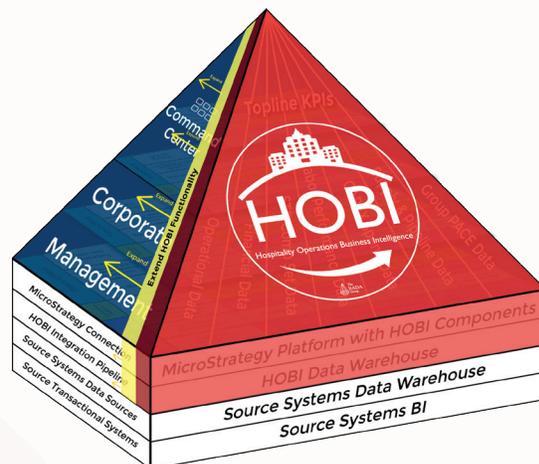
◤ The solution

Our HOBI Solution was specifically designed and developed to help hotel companies focus on the identification of operational improvement opportunities (as it allows the capture and processing of the property data which is common to all properties in the industry), but built on two pillars that allow for the future growth into a customer specific BI solution.

Firstly, HOBI was developed on top of MicroStrategy's enterprise analytics platform, and using standard development tools, so that our customers can focus their development teams on the expansion of HOBI into a more proprietary, custom BI solution that may involve, from simply adding KPIs or visualizations for new operational areas of analysis, up to, for example, processing of big data, and performing predictive analysis to improve their revenue streams.

Secondly, HOBI was developed following a very flexible, standardized and open design, including tools like the KPI engine, the data warehouse maintenance, and the pipeline manager, that already include features that would facilitate its expansion into a customer specific version.
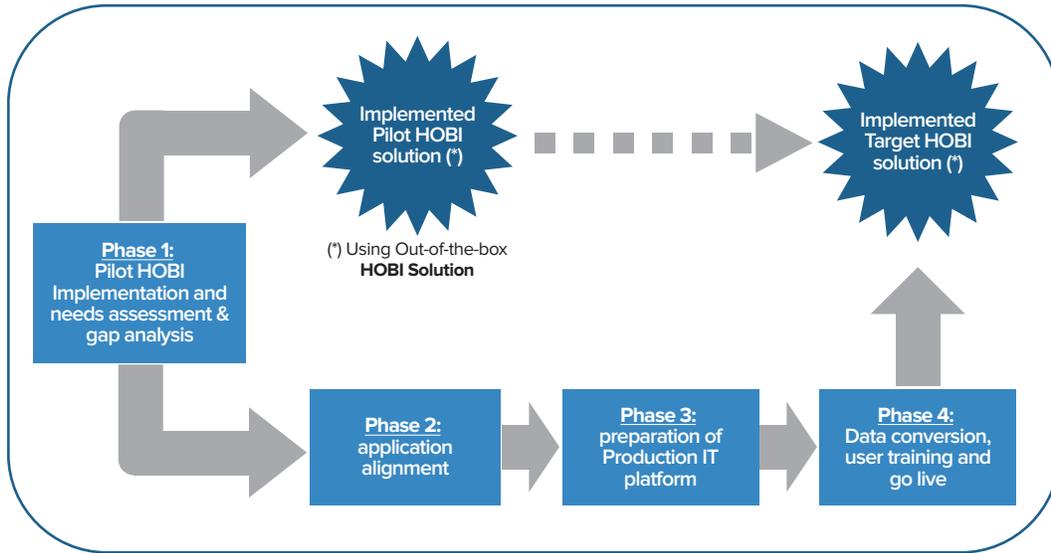
HOBI is a BI solution designed to either work as delivered or, alternatively, to grow into something of wider scope. Because of this, companies can start with a quick implementation of the out-of-the-box version, benefiting of the immediate availability and initial costs savings and, later on, if and when required, add their own additional content. Regardless of their implementation strategy, companies can rely on the scalability of both our solution, and its underlying technology platform, so that they can expand its reach when necessary.

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

Create Custom Specific Version of HOBI

To assist our customers in the efforts of deploying an enterprise BI solution that helps them capture and evaluate their properties' data to identify areas of operational improvement, while also providing them benefits of delivering a quick-hit tool to their executives, we apply a "two pronged" implementation approach based on the use of HOBI as a "working framework" that can then be expanded, and/or adjusted to support their long term needs, compliant with their organization's culture and priorities.

This approach considers the following major steps:

- Deploy a pilot version of HOBI to a selected group of executives that are representative of the target user community, following our *HOBI Quick Hit Implementation* approach, providing access to HOBI's standard out-of-the-box functionality in a period of not longer than 6 to 8 weeks.

- Simultaneously to the pilot program, our team assists our customer's BI and Data Governance teams, to complete their needs assessment, completing the corresponding gap analysis between these needs and the feedback from the pilot project, and plan the customization and/or extension efforts of HOBI to deliver their target company specific version.

- While the BI and Data Governance teams proceed with the remaining phases of the project to enhance the pilot version of HOBI with their own specific version, our team of functional and technical experts can assist their development and deployment team in the following areas

◢ Additional modules
Change existing and/or create additional customer specific modules accessed directly from our standard product's Home Page or a customized Home Page

◢ Additional metadata components
Change existing and/or create additional metrics, attributes, datasets, and intelligent cubes to extend the standard functionality and/or new modules

◢ Additional Self-Service Analytics
Integrate visualizations and intelligent cubes created by business users using the MicroStrategy's Analytics tool

◢ Additional visualizations
Change existing and/or create additional visualizations associated to the existing dashboards of the standard product or new dashboards

◢ Additional traditional reports
Change existing and/or create additional reports based on existing or new information to be distributed via PDF format or integrated to Microsoft Office tools

◢ Additional DW features & ETL processes
Expand HOBI's Data Warehouse and predefined ETL processes with additional sources of data and integrate with MicroStrategy's metadata