

Customer Specific HOBİ Solutions

▲ 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

The HADA Group, through its Hospitality Solutions Business Unit, offers a service labeled Hospitality Operational Business Intelligence solutions (i.e. HOBİ Solutions), to deliver a customer-specific enterprise BI solution in the MicroStrategy platform that helps companies that own, manage, and/or operate multiple properties in the hotel & lodging industry, focus their attention on the identification of operational improvement opportunities.

Through the unique blend of experienced professionals, industry best practices, and pre-developed technology objects (i.e. pre-defined industry specific web & mobile dashboards, pre-configured industry specific DW and ETL processes, etc.), our HOBİ solutions service produces surprising results in short times and significant savings when compared to building similar solutions from scratch. This service consolidates more than 15 years of experience in assisting this type of hospitality companies in their reporting and decision support needs.

As all HOBİ Solutions projects leverage the features of the award-winning MicroStrategy enterprise analytics and mobile platform, business users can perform advanced data wrangling and data discovery to dig deep into their information, with enterprise-grade security, performance & scalability capabilities. They can also feed the trusted data maintained in the HOBİ solution platform into other BI tools being used in the organization (e.g. Tableau, Power BI, Qlik), allowing governed self-service without giving up existing investments in these other visualization tools.



Integrated & Scalable
Analytics Solutions for the
Hotel & Lodging Industry
on the **MicroStrategy**® platform



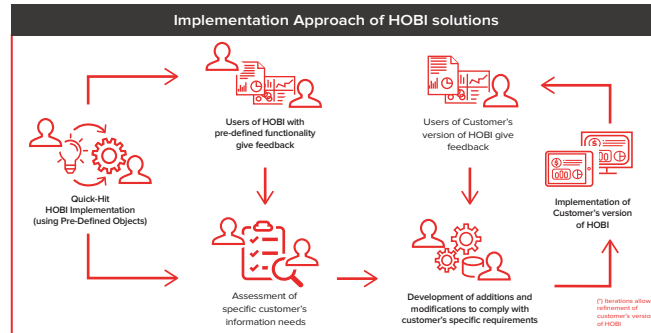
Delivery of a Customer-Specific HOBI Solution

All of the customer-specific HOBI solutions are delivered based on two key premises:

- a quick-hit delivery approach that allows our customers to start using a complete integrated solution in weeks, benefiting of the immediate availability and initial cost savings
- empower our customer's internal development and analytics team to expand the scope of the initial HOBI solution implemented (i.e. such as simply adding KPIs or visualizations for new operational areas of analysis, and/or processing of big data, and/or performing predictive analysis to improve their revenue streams, etc.), into a more proprietary, custom BI solution that supports their unique requirements and priorities.

Regardless of their implementation strategy, our customers can rely on the flexibility, scalability and open design of both our pre-defined technology objects and tools (i.e. based on industry standardization and best practices, and with features that facilitate its customization and/or extensions), and its underlying MicroStrategy enterprise analytics and mobile technology platform, so that they can expand its scope when necessary.

Our approach to implementing a customer-specific HOBI solution consists of several phases designed with a twofold objective of delivering a first version of the solution in a reduced amount of time, while at the same time creating the necessary conditions to recognize additional requirements and developing the proper customizations and/or additions to comply with such requirements through successive enhanced versions of the customer-specific HOBI Solution.



This approach considers the following major steps:

- Deploy an initial phase (i.e. Quick Hit Implementation) during which we deliver a pre-configured HOBI solution, with pre-defined functionality (based on THG's Pre-Defined Objects and Tools), with an abbreviated scope (i.e. number of properties and a selected group of executives that are representative of the target user community). This allows our customer to experience, in a smaller scale but including the whole core functionality, how the HOBI solution can fulfill their information requirements. The by-product of this initial phase is that our customers have access to a broad range of standard features and functionality, in a very short period of time, to become the foundation of the target customer-specific HOBI solution.
- After the first phase has been completed, and while selected users start using the HOBI Solution, a second phase can be launched, where a joint team of our analysts and our customer's BI and Data Governance leaders complete a comprehensive assessment of their specific analytics needs and current information architecture, and perform the corresponding gap analysis between these needs and the feedback from the pre-configured HOBI Solution implemented during the Quick Hit Implementation. The key derivable from this second phase is a definition of the main customizations and/or additions needed to enhance the HOBI solution to close the existing gap to our customer's needs.
- All or some of the enhancements identified during the second phase can be developed and implemented either all at once (i.e. a third phase), or throughout multiple phases as, every time a new version of the customer-specific HOBI solution is deployed and used by a wider population of users, additional requirements and improvements can be suggested, developed and implemented (resulting in multiple iterations that dynamically expand and enhance the customer-specific HOBI Solution). While the BI and Data Governance teams proceed with the remaining phases of the project, our team of functional and technical experts can assist their development and analytics team in the following areas.

Additional modules

Change existing and/or create additional customer specific modules.

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 Self-Services Analytics tool.

Additional visualizations

Change existing and/or create additional visualizations associated to the existing 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 the pre-defined Data Warehouse and ETL processes of the initial HOBI solution with additional sources of data and integrate with MicroStrategy's metadata.