

# Revenue Business Intelligence System Generates New Business for Hotel Management Group

## SUMMARY

Daugherty's Revenue Business Intelligence System is credited with helping client win a lucrative management contract for a Times Square Hotel.

## OUR SERVICES

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## OFFICES

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## BUSINESS CHALLENGE

This global hotel management group did not have easy access to financial data and in some cases couldn't get any information on things like booking pace, lead time, pickup, production analysis, spend analysis, etc. The company wanted real time data on a daily basis for their 7 hotel brands, over 160 million stays per year, more than 600,000 rooms and over 4,100 hotels across nearly 100 countries.

## SOLUTION

Daugherty performed a feasibility study for the Revenue Management group of the organization to determine if real time hotel data could be acquired on a daily basis. Construction of a Business Intelligence solution centered on revenue information was completed in early 2006. The system is now a first and best of breed BI implementation for analytics and reporting of room revenue data for the Americas hotel regions.

Daugherty was involved with both building Business Objects Dashboards as well as developing a Revenue Management Data mart with a custom Business Objects interface. We developed the system from start to finish including database design, data sourcing scripts, Informatica ETL, Business Objects report development, and customization of the BO interface via the SDK.

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*This client was so pleased with the Revenue Business Intelligence system Daugherty provided that we were tasked with adding a forecasting module onto the application in 2008. This allowed the organization to utilize the data captured nightly directly in the forecast for the upcoming months. Forecasts are now based on up to the minute numbers and are considered more accurate.*

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## RESULTS

### • New Business Generated

The organization was bidding for the management contract of a Times Square hotel, and directly credits the RBI system as a significant influence in the selection process, as the hotel owners stated that the revenue reporting capabilities offered were unmatched by the competition.

### • Increased Analytics

The organization is now able to analyze financial data at the hotel level, custom hotel portfolio, or at a brand level. Although this was intended to be used by the revenue management side of the business, hotel sales managers, operational managers, and general managers all take advantage of the system.