

Well-defined BI Strategy & Roadmap, Improved Cost Visibility, BI Asset Utilization & Adoption for Hospitality Conglomerate



SITUATION

The customer needed a dynamic framework to access its BI to efficiently collate, organize data to convert them into actionable insights through different facets of the organization

IMPACT

The customer wanted to maintain its reputation of having one of the best hospitality operations in the world. Organize and respond to changing market condition at faster pace

RESOLUTION

ITC Infotech assisted the customer formulate an efficient Short and Long term roadmap that helped them to exceed Guest satisfaction, improve operational efficiency and save significant software licensing cost

The Customer

A North American owner and operator of luxury hotels and resorts in 42 countries. The hospitality conglomerate manages three brands of hotels, with over 110 hotels and resorts in 30 countries worldwide with more than 33,000 guestrooms spanning across continents with a distinctive portfolio of luxury and upper upscale hotels.



The Need

To develop a comprehensive BI Roadmap and Data Strategy in order to generate rationalized BI reports across all departments with the goal of leveraging actionable insights which are flexible, scalable and intuitive.

- Evaluate report optimization opportunities that exists both within and across various disciplines
- Reduce the functional overlap of various technology tools
- Create a reporting framework, process, technology architecture & governance aligned with the analytical needs of the Customer

Challenges

- Has been tried unsuccessfully twice in the past by various functions
- Difficult to achieve with the Brand / Shared Services organization structure
- Attempted with internal resources – very difficult as most resources already had full time jobs and specialized skills are required
- Abstraction of the big picture was difficult
- Data Integrity issues: Same report from different systems often yielding different results
- Multiple reporting portals/access points often with same reports and information
- Different templates/layouts/reports for each brand
- Multiple data / reporting governance rules across functions
- Proliferation of ad-hoc requests
- Manual and labour intensive processes and roles

The Solution

ITC Infotech proposed a four-step approach that enhanced the BI roadmap and helped the client meet and exceed customer expectations.

Through a five-week on-site study into the processes, we:

- **Data Strategy**
 - Understood integration points, channels, reporting landscape and data quality
 - Mapped the current state against best practices
 - Evaluated the current state, processes and systems, against the desired state
 - Identified, assessed and prioritized value opportunities to address the gaps and utilization of new features
- **Rationalization of identified reports**
 - reduce data / report creation load
 - reduce variability in decision making

- **Selective automation of report creation**

- increase functional productivity
- reduce ad-hocism
- increase standardization

- **Create Governance Model**

- ensure only need based report creation
- enhance data quality
- prevent data proliferation

Business Benefits

- Detailed BI roadmap for stakeholder buy-in and to enable quick business value and to make better informed decisions
- Focus on Initiatives that drive greater business value
- Goal congruence across organizational hierarchy and functions
- Reduction in effort of enforcing regulatory compliance questions
- Automated and hence easy and accurate cross-data analysis to reveal new revenue opportunities
- Improved cost visibility & better BI assets utilization and adoption
- Increased competitive advantage by better exploitation of the benefits of enterprise BI
- Faster and accurate decision making through an integrated enterprise performance management framework and optimized reporting landscape
- Increased confidence in decision making through a robust governance process

ITC Infotech's DWBI & Analytics Practice

ITC Infotech's DWBI & Analytics Practice is a 380-member strong team which services domains like Banking & Financial Services, Retail, Travel, Telecom and Social Media & Entertainment. The professional services include Technology Consulting, Business Intelligence Strategy & Governance Definitions, Predictive Analytics Solutions, Vendor & Tool Evaluations, BI Platform Optimizations and Data Warehouse Integration and support.

The Practice focuses heavily on NextGen and Futuristic BI technologies and has developed capabilities in BIG Data Analytics, Mobile BI and In-Memory / NoSQL Databases and large data appliances. The Practice has developed its own customizable solutions for Enterprise Data Integration, Domain-specific Data Modeling, Social Analytics and Data Type conversions.

For more information, please write to:

contact.us@itcinfotech.com

www.itcinfotech.com