

Comprehensive Information Governance Strategy & BI Initiative Roadmap Helped Hospitality Conglomerate to Achieve Uniform & Timely Business Insights



SITUATION

The customer had promoted multiple loyalty programs, business information deliveries, information technologies and fragmented responsibilities among teams and users, which prevented it from gaining a single, unified view of accurate business insights

IMPACT

Insights around particular details of property performance, marketing effectiveness, customer loyalty and hospitality services were not entirely accurate and change management had become the greatest challenge for technology initiatives

RESOLUTION

ITC Infotech prescribed an information governance & initiative rollout plan that enabled the client to gain awareness of its enterprise information, information quality and data cost

The Customer

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



The Need

They needed to define a data governance model and structure and a BI initiative roadmap to achieve information maturity. They wanted to devise a long-term business strategy that could help standardize change management with technology initiatives, timelines and priorities; establish clear accountabilities in terms of people, processes and technology; standardize data policies across the enterprise; and get a single view of business information to deliver uniform business insights.

Challenges

- Disparate Loyalty Programs, data sources systems and teams for the different brands
- No clear accountability for business intelligence information with data residing in silos, and not easily amenable to integration, referencing and calculations – Multiple Data Sources for the same data with inconsistencies and different business rules
- Lack of a standardized business glossary across the different business functional teams
- Usage of more than one BI / technology tool to achieve a similar result

The Solution

ITC Infotech experts prescribed a four-year BI initiative roadmap along with a well-defined strategy to manage data and information change, standardize information representation, increase confidence levels in enterprise data and enable business to get accurate business insights. The study and information analysis led to formulation of:

- **Data Governance Committee that helped**
 - Appoint data stewards for the governance of business data and associated change
 - Devise a plan collaboration strategy between disparate enterprise teams to enable consistent rollout of change
 - Manage change through a set of standardized processes and pre-defined checklists
 - Ensure consistent BI across the various business teams
- **Data Asset Evaluation that aided in**
 - Profiling individual data stores and business data for calibrating data integrity, presence, usability and frequency of change

- **Change Management & Data Quality Lifecycle which helped**

- Define a change management workflow with sub-processes, accountabilities and templates
- Define a data quality lifecycle workflow for the enterprise with accountabilities, operational dependencies and quality checks
- Define standardized business glossary for business data

- **BI Initiative Roadmap that**

- Defined a high-level and a detailed roadmap for BI initiatives covering lines of business, specific technology rollouts and establishment of data repositories
- Defined a benchmark scale to attain information maturity levels in these years

Business Benefits

- Enabled immediate view of enterprise information landscape
- Enabled definition of information strategy, vision and budget for the next four years, along with cost-benefit analysis of indicated initiatives
- Enabled the building of a platform to host a single view of business information, thereby enabling uniform business insights

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.

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