



Business Impact

“Years of under-investment in energy data collection, management and analysis will be exposed as firms suddenly need to report accurate carbon emissions derived from energy data.”

David Metcalfe

Verdantix, *The Business Case for Carbon Management Software*
August 2009

Challenges

- **Reducing consumption.** Guests do not want to be deprived of any element of their experience, yet to meet sustainability goals, hotels must reduce consumption.
- **Monitoring demand.** Usage within the hotel environment is variable and depends on guest behavior.
- **Verifying effectiveness.** Programs and their effectiveness vary widely, and it is difficult to determine which standards are most effective for measuring green.
- **Simplifying data collection.** Access to the data is challenging because this data often exists outside of traditional operating systems.
- **Evaluating opportunities.** Although sustainability programs frequently save money in the long run, they require an initial investment, meaning hotels must justify them by selecting programs that most affect the bottom line and are aligned with the organizational goals.
- **Removing barriers.** Sustainability programs tend to be siloed when they should be the entire organization's responsibility.



How can hotels increase the efficiency and effectiveness of sustainability efforts?

YOUR GOAL: Measuring the success of sustainability efforts

Sustainable business practices are rapidly gaining visibility and importance in the hospitality industry. In addition to new regulations governing sustainability practices, guests increasingly demand that hotels share their commitment to the environment. While implementing sustainability initiatives can be challenging, it also brings great benefits – new guests, improved efficiency and profitability. Yet, because of limited resources, hotel companies are unsure which initiatives are right for their guests and businesses.

Once sustainability initiatives are implemented, how do you know they are effective? Low-energy light bulbs and television sets and low-flow showerheads are supposed to reduce consumption, but are they?

Measurement and verification are key to a successful program. Accessing, consolidating and reporting on the right data for tracking the effectiveness of sustainability initiatives is necessary for accountability to corporate initiatives, guests and regulators. Forecasting impacts and performing what-if analysis on potential projects lets you design projects for maximum effectiveness.

OUR APPROACH

Monitoring key metrics, comparing these metrics to usage models based on operating conditions, and forecasting future usage requires accurate and credible data, easy-to-visualize data displays and advanced predictive analytics. SAS' sustainability solution for hospitality provides managers with access to information they need to effectively evaluate and monitor sustainability initiatives, ensuring that the programs live up to their energy-saving promise.

We approach this problem by providing software and services to help you:

- **Consolidate and clean data from disparate sources**, providing an accurate and credible source for reporting and analytics.
- **Monitor usage and track other key metrics**, ensuring you are on target to meet your goals. Compare actual usage to ideal usage based on operating conditions, such as occupancy and weather, allowing you to quickly identify problems in the system before their impact spreads.
- **Forecast key metrics**, resulting in a proactive approach to sustainability initiatives, so you can identify key opportunities in advance and plan to deal with them before they occur.
- **Evaluate opportunities in a what-if environment**, easily determining which initiatives are likely to have the largest impact and what parameters to establish before the program is implemented.

SAS provides a comprehensive measurement and verification approach for hospitality sustainability, allowing you to meet your commitment to the environment, guests and stakeholders.

THE SAS® DIFFERENCE: A sustainability performance management framework

As the leader in business intelligence and predictive analytics, SAS helps you to meet environmental objectives. With SAS you get:

- **An integrated platform for business analytics.** Only SAS provides performance management initiatives with a consistent, accurate view of information from data to decisions to support.
- **A predefined sustainability performance management framework.** This framework is based on generally accepted sustainability reporting metrics, including the Global Reporting Initiative (GRI).
- **Market-leading analytic capabilities.** SAS gives you insight into costs and cost drivers, as well as the financial impacts of green initiatives. Activity-based costing and capacity resource planning models help choose between alternatives, based on the predicted resources required.
- **A variety of predictive analytics.** SAS helps you plan improvement strategies, avoid threats and measure results. SAS offers forecasting, simulation and correlation analysis for superior environmental impact predictions.

Not only can companies monitor existing programs, but they can also predict the success of future initiatives, forecast impact of planned programs and share the information among all departments.

CASE STUDY: A midsized hotel company

Situation

Consider a midsized hotel company that wants to implement a major sustainability program throughout the chain to reduce water and energy consumption. It wants to track consumption at each hotel in order to benchmark performance against company standards and the other properties in the system. The goal is to reward properties that met and exceeded standards and to communicate success to stakeholders and customers.

Solution

SAS can deliver a solution that enables the company to:

- Analyze usage at all the chain's properties.
- Evaluate energy demand and provide comparative information on users' macro behavior, thus benchmarking performance between facilities and against standards.
- Use forecasting and what-if analysis to identify future opportunities.

Results

- In the first six months of tracking, reduce systemwide consumption by 10 percent.
- Identify high-performing units, and establish best practices for reducing usage.
- Forecasting and what-if analysis identifies further reduction opportunities.
- Usage metrics are included in marketing campaigns and in the annual report to stakeholders. For the first time both guests and stakeholders are able to see real evidence of the company's sustainability efforts.

What if you could ...

Consolidate and clean data

What if you could access clean, credible and accurate data to manage your sustainability initiatives?

Monitor usage

What if you could monitor your energy and water consumption, benchmarking against ideal usage, so you could proactively make adjustments?

Forecast key metrics

What if you could predict future consumption and plan accordingly?

Evaluate opportunities

What if you could measure the effectiveness of potential initiatives and select only those with the most impact?

You can. SAS gives you THE POWER TO KNOW®.

SAS FACTS

- SAS earned the Green Award from *Triangle Business Journal* for incorporating environmentally friendly and sustainable green practices into its business and community.
- The North Carolina Sustainable Energy Association (NCSEA) awarded SAS the NCSEA 2009 Outstanding Achievement Award for its 1-mega-watt solar farm, solar thermal system, and LEED-certified and energy-efficient buildings.

Learn more about SAS software and services for hospitality at: www.sas.com/hotels



THE
POWER
TO KNOW.

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