



› Solution Brief

Business Impact

Using SAS® to access key campaign information – channels used, behaviors and guest responses – a North American hotelier significantly improved contact strategies and increased campaign response rates.

Challenges

- **Disparate systems.** Data from multiple outlets and cost centers is not integrated and has various business rules and definitions.
- **Inconsistent metrics.** Key metrics differ – such as revenue and transaction counts – making it hard to create “full picture” reports across the property, chain or brand.
- **Errors and contradictions.** Data is pulled from multiple departments, and reports are done in spreadsheets passed among analysts who add data based on their own definitions.
- **Inefficient use of resources.** Analysts spend more time manipulating data than performing analyses.

Deliver Clean, Consolidated and Reliable Key Operating Reports to Decision Makers – Fast

The Issue

For executives to take the right actions in today's highly competitive hospitality industry, they need fast access to accurate, credible information. Unfortunately, by the time the right data for key operating reports is pulled together from disparate systems, it's likely to be out of date. As a result, business leaders lose the opportunity to take timely, corrective actions.

Analysts' hands are tied, too. They often have to spend more time accessing and manipulating data to create reports than providing insights from the data. This is a waste of valuable resources. And inconsistencies in key performance indicators from department to department result in time wasted as people argue about the data. Because key operational insights are missed, or action is taken on incomplete or inaccurate information, businesses frequently miss revenue-generating and cost-saving opportunities.

Our Approach

Due to disparate systems and data that lacks standardization across departments, key operating reports are often unavailable until it's too late to take decisive action. SAS software and services help you:

- **Give decision makers current, accurate data for strategic decision making.** Data quality is automated within processes, delivering consistent reports and trustworthy analytic results every time.
- **See where potential problems exist and know how to rectify them.** With SAS, you can profile, monitor and actively manage information consistency and accuracy across the enterprise, and use root-cause analysis to make improvements.
- **Integrate and standardize operational data from multiple channels, systems and properties into a unified, accurate view.** You can implement both standardized and customized processes while adopting consistent business rules across all data sources and platforms.
- **Empower business analysts and data stewards.** SAS allows you to customize interfaces and state-of-the-art data quality tools for each department or brand. Users can define data correction rules to reflect organizational changes, and cleanse data where needed – then visualize the impact.

The SAS® Difference: Automated, repeatable tasks

Hospitality is a 24/7 business, and you have to take quick, decisive action to stay ahead of competitors. SAS provides access to important information in key operating reports incredibly fast. With SAS, you get:

- **Integrated data quality procedures** that eliminate errors before they infiltrate your processes, saving you valuable time and money.
- **Clean compiled information** that enables business users to make sound decisions based on reliable data, not guesswork.
- **The ability to view reports as soon as they are loaded**, even if the entire loading process has not yet been completed.
- **A reliable, repeatable process** that gives decision makers the information they need to respond to market trends, buying habits and competitive pressures.

Only SAS approaches data integration and analysis as a continuous, interrelated process. Unlike many systems where separate components must be tuned individually to meet increasing demands, SAS solutions require no major investments in time or money to accommodate increased volume or complexity.

Case Study: A North American hotel and resort company

Situation

The hotelier was using paper-based documents and a variety of nonintegrated systems to track guest preferences and manage its guest database. As a result, business users were unable to easily link information about preferences, stay behavior and promotional activity to a particular guest.

Solution

SAS provided a complete data integration and analysis environment that enables the hotelier to access reliable, accurate data from a central, automated data warehouse. Key processes are connected through centralized data management and leading-edge tools. .

Results

- Improved address accuracy, leading to fewer incorrect mailings.
- Better record reconciliation and information management for unique guests.
- Improved ability to calculate profits at the guest or segment level.
- Better understanding of guests' interactions with promotions, including whether they opted out, viewed information or eventually booked.

What if you could ...

Eliminate errors before they cause problems

What if you could integrate data from all your disparate operating systems in real time, drastically improving data quality and credibility?

Simplify report creation

What if you could compile key operating reports automatically from a credible, accurate data source with well-defined business rules and data definitions?

Keep key information at your fingertips

What if you could always give decision makers the precise information they need to do their jobs, as soon as they need it?

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

SAS Facts

- SAS helps customers at more than 70,000 sites improve performance and deliver value by making better decisions faster.
- SAS customers make up 91 of the top 100 companies on the 2013 Fortune Global 500® list.
- Gartner Inc. positioned SAS in the Leaders quadrant of its 2013 *Magic Quadrant for Data Quality Tools* and 2013 *Magic Quadrant for Data Integration Tools*.

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