



Analytics Deliver a Superior Customer Experience at Vision Hospitality



Vision Hospitality Group owns and manages premium select and full-service hotels affiliated with the Hilton, Marriott and InterContinental brands. Their signature property, The Edwin Hotel in Chattanooga, TN, was recognized by Travel + Leisure magazine as one of the Top 10 Hotels in North America for 2019. Founded in 1997 in Chattanooga, Tennessee, VHG promotes a culture founded on core values, to provide the finest experience for guests and ongoing social responsibility to each of the properties' communities.

The Challenge:

VHG financial analysts spent a considerable amount of time organizing, loading, re-keying, checking and looking for data, instead of analyzing it.

The Solution:

QueBIT delivered a single analytics platform on the Cloud – accessible anywhere- with one version of the truth for Reporting, Analysis, and ultimately, Planning and Predictive Analytics.

The Benefit:

Vision Hospitality gained the capability to generate financial and operational reports with dynamically updated system data, with ad-hoc analysis for power users, while reducing the need for significant systems support.



The Challenge

Vision Hospitality Group (VHG) previously utilized Microsoft Excel as its primary reporting and analysis tool. Microsoft Excel has long been the favorite software tool of finance and accounting professionals since it is an excellent presentation and 2-dimensional modeling tool which can empower users and enable them to get their jobs done. However, Excel was never designed to be an enterprise data management tool even though often, as here, it evolves into being just that. As a result, VHG financial analysts spent a considerable amount of time organizing, loading, re-keying, checking and looking for data, instead of analyzing it.

Over the years, as the number of properties owned and operated by VHG grew, timely and accurate reporting of daily, weekly and monthly data required more and more manually intensive work, which became challenging for the group. Manual intervention was required by the finance team to consolidate and validate the data.

As a result of the manual processes and human capital requirements needed to consolidate and validate the data, month-end reporting was sometimes delayed.

VHG needed a tool to replace their Excel-based reporting solution and streamline data acquisition from various reporting systems. Regular report distribution was also a challenge. At month-end, finance team members spent a combined 40 hours generating and distributing performance statements to decision makers. VHG needed a way to automate statement distribution and eliminate distribution errors so that the team could focus on analyzing results rather than doing low-value-add manual work.

Why IBM Planning Analytics?

QueBIT's solution for Vision Hospitality included IBM's Planning Analytics (PA), along with QueBIT's ReportWORQ solution, a report distribution service that manages and automates distribution of reports created in Planning Analytics for Excel (PAX). The architecture allowed QueBIT to deliver a solution fully customized to Vision Hospitality's business needs today while enabling the solution to scale to enable Vision's rapid growth and evolve to meet future requirements around predictive forecasting, workforce planning, and providing visibility of individual property performance and guest satisfaction.

The Planning Analytics model is now the foundation of Vision Hospitality's standard reports, providing visibility to occupancy rates, average daily rates, and variances against budget of revenue and profitability. Senior leaders can view ranked aggregated performance data and drill through to underlying details. Role based security delivers relevant subsets of information based on each user's role in the organization, empowering individual property and departmental managers to effectively and intelligently execute their responsibilities with accurate and timely insights.

"With IBM's Planning Analytics, QueBIT has delivered an intuitive workspace and solution that has helped us streamline analytics across our quickly growing company. All members of our QueBIT team, from implementation to CARE support have been knowledgeable and efficient in helping us reach our goals".

Georgia Robertson | Corporate Operations and Systems Manager

Why ReportWORQ?

With all the source data and metrics (financial data, occupancy rates, average daily rate etc.) now readily available within IBM Planning Analytics for reporting and analysis, the final challenge was the distribution of the daily, weekly and monthly financial statements as well as property performance score reports to property managers and executive leadership.

These reports are designed and formatted to precise specifications in Excel using the IBM Planning Analytics for Excel (PAX) add-in, and ReportWORQ is configured to refresh each report with data for each recipient, and then email each recipient's customized version to them automatically, and securely. Each report template only needs to be created once: ReportWORQ takes care of everything else!

ReportWORQ is a highly customizable, automated report distribution solution enabling both users and non-users of Planning Analytics to receive reports from Planning Analytics. The reports can be delivered in Excel or PDF format to users via email, to a folder on the network, or to SharePoint. Reports are personalized via role-based security that ensures people see what they need to see while protecting secure information as required. ReportWORQ, can be automated to run on a schedule while also maintaining the capability to provide these reports on demand. **At VHG, ReportWORQ saves over 6.0 person-hours of file-saving and email-attaching work each month.**

Delivering the Solution

QueBIT delivered a single analytics platform on the Cloud – accessible anywhere – with one version of the truth for Reporting, Analysis, and ultimately, Planning and Predictive Analytics.

Vision Hospitality gained the capability to generate financial and operational reports with dynamically updated system data, with ad-hoc analysis for power users, while reducing the need for significant systems support.

The solution provides:

- Analytics excellence to ensure individual property management teams are aligned with the key goals and initiatives of the organization.
- A scalable, long-term solution that can support future growth and changing needs.
- A simple reporting distribution process.

Products Used

- IBM Planning Analytics 2.0.4
- ReportWORQ



The Solution

IBM's Planning Analytics (PA), Planning Analytics Workspace and QueBIT's distribution tool, ReportWORQ, were leveraged to build a customized financial reporting and property performance model as well as automate the distribution of more than three dozen daily, weekly and monthly reports.

Benefits/Results

- Vision Hospitality's new report distribution process has relieved the finance team of approximately 60 hours of repetitious, administrative work.
- Individual properties are automatically ranked and presented by various organizational Key Performance Indicators.
- Distribution via email in PDF Format enables mobile business and property managers to quickly access performance statements on their phone.
- Reports are automatically delivered to organizational decision makers and property managers via email. The same sets of reports are also available on TM1Web and Planning Analytics Workspaces for managers, providing options for exporting reports to Excel, conducting ad-hoc analysis, dashboarding, sandboxing and drilling into the detail level of information.

About QueBIT

Trusted experts in analytics, QueBIT is dedicated to helping organizations leverage their data to make more intelligent decisions, that result in significantly improved business value. QueBIT has delivered analytics solutions for more than 450 organizations, including some of the largest and most successful companies in the world. QueBIT solutions span the entire spectrum of analytics, from data management, including Big Data strategy and implementation, Business Intelligence, Business Planning, Predictive Analytics and IoT Analytics. QueBIT's unique CARE methodology coaches customers to achieve independence in solution ownership, while delivering rapid time to value. QueBIT has been recognized by many industry awards. www.quebit.com

