
CASE
STUDY

**ENGINEERING HOTEL INDUSTRY
KPI DASHBOARDS TO
SUPPORT REVENUE-PRODUCING
BUSINESS DECISIONS**

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In an increasingly competitive, digitally enabled environment, the ability to consistently measure and analyze performance is critical to success in the hotel industry. Our client, a British multinational hotel chain with thousands of rooms and hotels spanning nearly 100 countries, recently reached out to EPAM to determine the best way to automate monitoring its own vast hotel portfolio, calling for a tool that eliminates manual assessment and supports making the correct business decisions for each property.

THE CHALLENGE: SEAMLESSLY PROVIDE UNPRECEDENTED HOTEL PERFORMANCE INSIGHT

Since 2008, EPAM has been working with the client to complete a full re-architecture of its mainframe-based loyalty system while supporting core services and middleware components in CRM marketing, availability/reservation systems, and mobile development, as well as maintaining B2B channels, data integration, and enterprise reporting.

Leveraging EPAM's significant domain knowledge and expertise, the client engaged EPAM with a new challenge: create an Owner Relationship Management (ORM) Tool to display standard hotel features and key performance indicators (KPIs) for each of the client's 5,000+ hotels. Through the engagement, the customer aimed to significantly upgrade its current manual, case-by-case property assessment for monitoring hotel performance with a tool that seamlessly provides decision-makers with easily accessible, consolidated insight into key features and KPIs for each franchise location.

THE SOLUTION: DASHBOARD VIEWS CONSOLIDATE CRITICAL METRICS ON HOTEL PERFORMANCE

To optimize the lengthy, inefficient process of manually assessing each hotel's performance, EPAM quickly assembled a team of Java developers, UX designers, and project managers to engineer an ORM Tool with the views illustrated on the following pages.

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PORTFOLIO LISTING VIEW

Hotel Name / Status	Property Address	Property Details	Property IDs	Key Companies	Key People
Holiday Inn Express and Suites Dallas Open - Accepting Guests	4321 Communications Drive Dallas, Texas 75211 United States Phone: (214) 331-0505	Year Built: 2010 Origin: New Development Rooms: 69 Relationship: Franchised	Loc #: 12139 Holdex: DALOO FACID: 13069	Owner Acct: Oxbridge Hotels Mgt Co: First Call Hospitality Licensing Ent: 4321 Communications Drive, LLC	Fran Perf Supp: Merlene Holford Pin Corr: Gerr O'Connell General Mgr: David Rotzop
Holiday Inn Express Fargo Open - Accepting Guests	1040 42th Street South Fargo, North Dakota 58103 United States Phone: (701) 282-2000	Year Built: 1994 Origin: New Development Rooms: 77 Relationship: Franchised	Loc #: 2632 Holdex: FAREX FACID: 4271	Owner Acct: Latitude Management Mgt Co: First Call Hospitality Licensing Ent: First Fargo HIR, LLC	Fran Perf Supp: Tony Franzen Pin Corr: Hedi Wilcox General Mgr: Fred Rubin
Holiday Inn Hotel and Suites Atlanta Open - Accepting Guests	1350 Virginia Avenue Atlanta, Georgia 30344 United States Phone: (404) 305-6660	Year Built: 1967 Origin: Conversion Rooms: 330 Relationship: Franchised	Loc #: 1133 Holdex: ATLAD FACID: 1152	Owner Acct: Latitude Management Mgt Co: First Call Hospitality Licensing Ent: Latitude Atlanta, LLC	Fran Perf Supp: Kevin Schockling Pin Corr: Hedi Wilcox General Mgr: Dale Fisher
Holiday Inn Fargo Open - Accepting Guests	3803 13th Ave S P.O. Box 9555 Fargo, North Dakota 58103 United States Phone: (701) 282-2700	Year Built: 1972 Origin: New Development Rooms: 310 Relationship: Franchised	Loc #: 2097 Holdex: FARND FACID: 1817	Owner Acct: Latitude Management Mgt Co: First Call Hospitality Licensing Ent: First Fargo HIR, LLC	Fran Perf Supp: Tony Franzen Pin Corr: Hedi Wilcox General Mgr: Mike Prater

- Single scrolling screen incorporating 40 data elements that overview key hotel features for each property
- Implementation of 42 functional requirements based on client specifications
- User selection of additional or hidden data columns using intuitive interface
- Ability for users to export screen data from any of the views into an Excel document

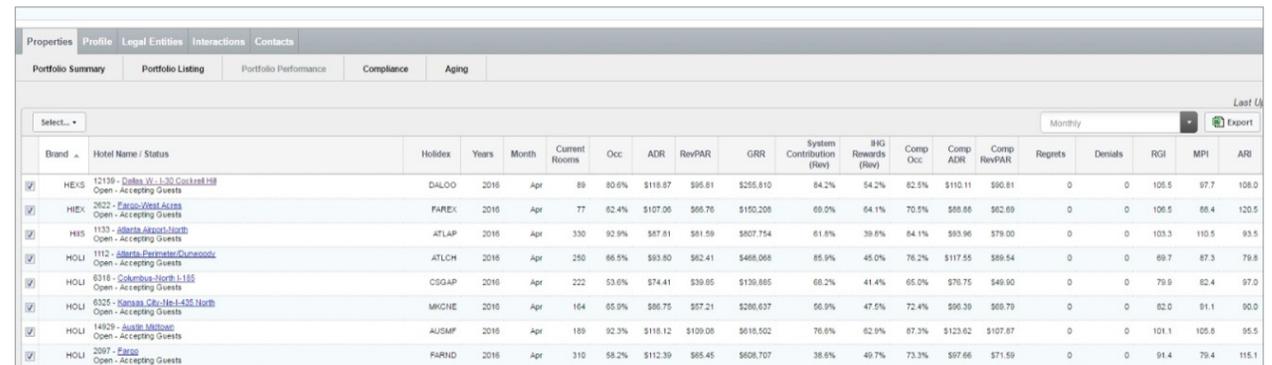
TECHNOLOGIES USED

- Operating system: Red Hat Enterprise Linux
- Application and web server: Apache Tomcat
- Programming language: Java
- Relational database management system: Oracle Db 11g
- Technologies:
 - Java technologies: Spring Framework, Hibernate, CXF, JasperReports
 - Web technologies: ExtJS

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PORTFOLIO PERFORMANCE VIEW



The screenshot displays a 'Portfolio Performance View' dashboard. At the top, there are tabs for 'Properties', 'Profile', 'Legal Entities', 'Interactions', and 'Contacts'. Below these are sub-tabs for 'Portfolio Summary', 'Portfolio Listing', 'Portfolio Performance', 'Compliance', and 'Aging'. The main content area features a table with columns for Brand, Hotel Name / Status, Holdex, Years, Month, Current Rooms, Occ, ADR, RevPAR, GRR, System Contribution (Rev), IKG Rewards (Rev), Comp Occ, Comp ADR, Comp RevPAR, Regrets, Denials, RGI, MPI, and ARB. The table lists several hotels, including HEIX, HIEK, HIEJ, HOLI, and HOLI, with their respective performance metrics for April 2016. A 'Select...' dropdown and a 'Monthly' filter are visible above the table. An 'Export' button is located in the top right corner.

Brand	Hotel Name / Status	Holdex	Years	Month	Current Rooms	Occ	ADR	RevPAR	GRR	System Contribution (Rev)	IKG Rewards (Rev)	Comp Occ	Comp ADR	Comp RevPAR	Regrets	Denials	RGI	MPI	ARB
HEIX	12139 - Dallas W. J. 30 Cocktail Hill Open - Accepting Guests	DALOO	2016	Apr	89	80.6%	\$118.07	\$95.81	\$255,810	84.2%	\$4.2%	82.5%	\$110.11	\$90.81	0	0	105.5	97.7	108.0
HIEK	2622 - Fargo-Veal Acres Open - Accepting Guests	FAREX	2016	Apr	77	82.4%	\$107.06	\$66.76	\$150,208	69.0%	64.1%	70.5%	\$88.88	\$62.69	0	0	106.5	88.4	120.5
HIEJ	1133 - Atlanta Airport North Open - Accepting Guests	ATLAP	2016	Apr	330	92.9%	\$87.81	\$81.59	\$807,754	61.8%	39.6%	84.1%	\$93.96	\$79.00	0	0	103.3	110.5	93.5
HOLI	1112 - Atlanta Faircenter/Riverside Open - Accepting Guests	ATLCH	2016	Apr	250	86.5%	\$93.80	\$82.41	\$488,068	85.9%	45.0%	76.2%	\$117.55	\$89.54	0	0	89.7	87.3	79.8
HOLI	6316 - Columbus North 1166 Open - Accepting Guests	CSGAP	2016	Apr	222	53.6%	\$74.41	\$39.85	\$139,885	68.2%	41.4%	65.0%	\$76.75	\$49.90	0	0	79.9	82.4	97.0
HOLI	6325 - Kansas City In-456 North Open - Accepting Guests	MNCHN	2016	Apr	164	65.9%	\$66.75	\$57.21	\$286,637	56.9%	47.5%	72.4%	\$96.39	\$69.79	0	0	82.0	91.1	90.0
HOLI	14929 - Austin Midtown Open - Accepting Guests	AUSMF	2016	Apr	189	92.3%	\$118.12	\$109.08	\$618,502	76.6%	62.9%	87.3%	\$123.62	\$107.87	0	0	104.1	105.6	95.5
HOLI	2097 - Fargo Open - Accepting Guests	FARHD	2016	Apr	310	58.2%	\$112.39	\$65.45	\$608,707	38.6%	49.7%	73.3%	\$87.66	\$71.59	0	0	91.4	79.4	115.1

- Single scrolling screen incorporating 40 data elements that overview KPIs for each property
- Implementation of 63 functional requirements based on client's specifications
- Screen allowing for multiple views, including:
 - 12-month rolling values
 - Monthly values
 - Historical view for either monthly or yearly performance
- User selection of additional or hidden data columns using intuitive interface
- Ability for users to sort the data on the screen by most of the available columns
- Summarized and averaged data when appropriate
- Possible selection of hotels for inclusion in summary row
- Calculation of totals or average by users in the historical views
- Ability for users to export screen data from any of the views into an Excel document

QUESTIONS?
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 For more information,
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THE RESULT: THE IDEAL TOOL FOR MONITORING HOTEL PERFORMANCE

“Both the Portfolio Performance and Portfolio Listing views are great! I was able to change my columns, export to excel... Perfect!”

QUOTE FROM THE CLIENT'S DIRECTOR OF CRM & BUSINESS OPERATIONS

EPAM's ORM tool enabled the client to finally access all of its major KPIs for hotel performance in one easy-to-view dashboard, resulting in a more efficient process for reviewing how hotels in different geographies, brands, and ownership groups are doing in comparison to others. Since the solution's integration, the client has been able to create effective action plans and marketing campaigns to address lower-than-average performance, while also rewarding high-performance hotels based on easily accessible KPI metrics.

To learn more about this project and other EPAM innovations in the Travel & Hospitality industry, please contact us today. We look forward to hearing from you!