

protel Business Intelligence

Strategic business planning



Decisions for tomorrow based on today's and yesterday's data

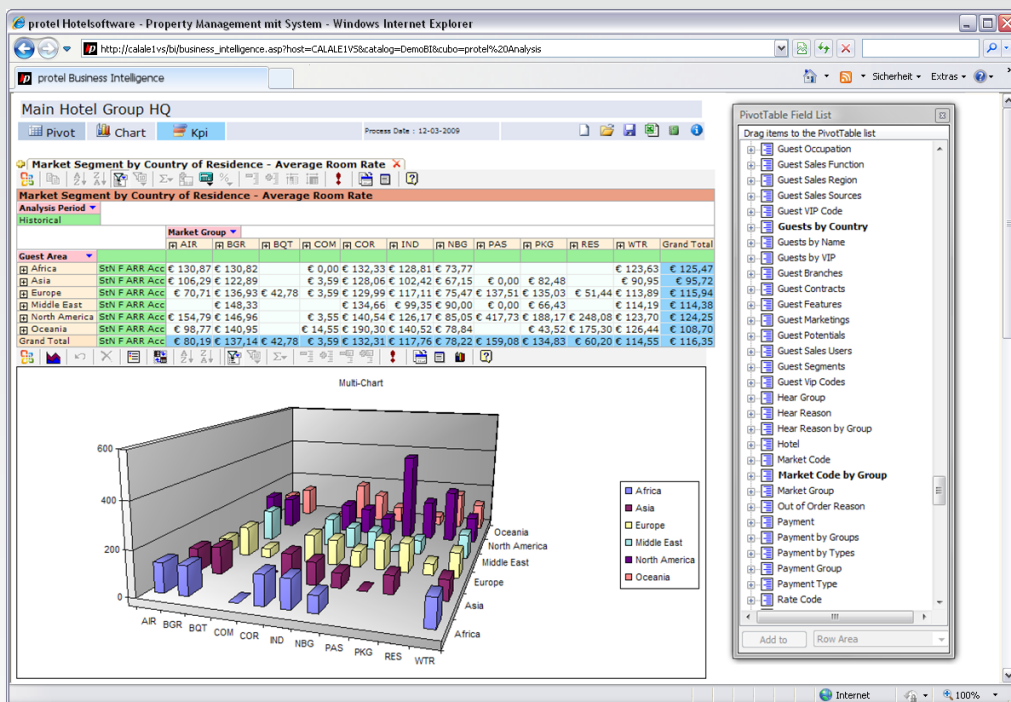
The hotel's daily routines generate a vast amount of data. protel Business Intelligence (protel BI) structures and categorizes your data in such a way that later references, relationships and connections can be established. Critical information, retrospects and prognosis - are presented in comprehensible graphs and serve as a basis for decision-making.

protel Business Intelligence retrieves all data on your business transactions directly from your protel hotel management system. The tool analyzes both current

and historical data, which, viewed separately, have little informative value, and generates a comprehensive system of interdependent and complementing Key Performance Indicators (KPIs).

Business planning with statistics and forecasts

protel Business Intelligence displays interdependencies between information on reservations, revenues, room nights, RevPAR, customer types, reservation variables, marketing segmentations and so on. Critical information is displayed in clearly structured tables and/or comprehensible graphs.



Turn figures into information

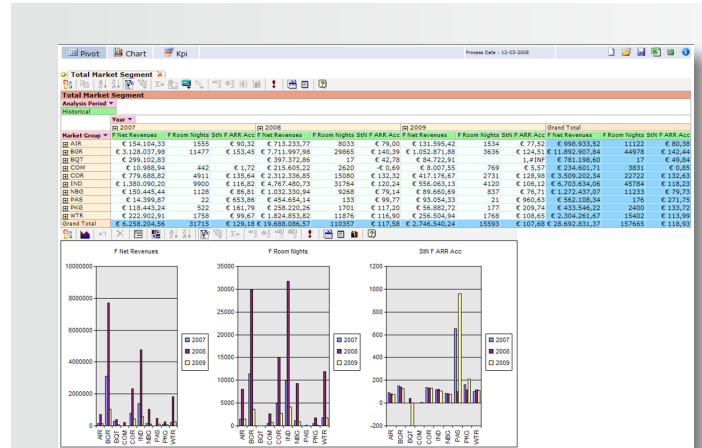
protel Business Intelligence gives you a clear overview of the entire financial and statistical information of your business, ready for your evaluation.

From retroactive reports to proactive strategies.

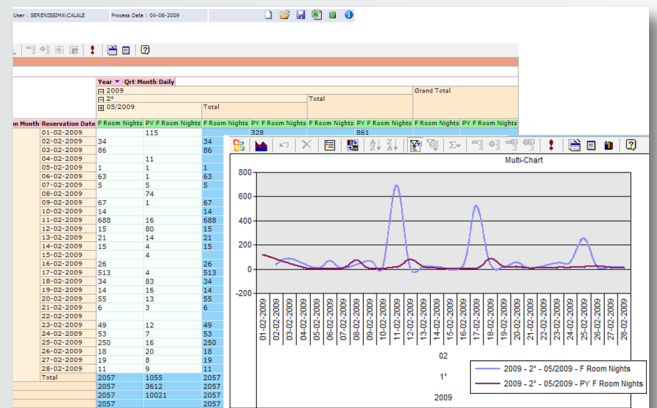


protel BI: An overview of the most important features

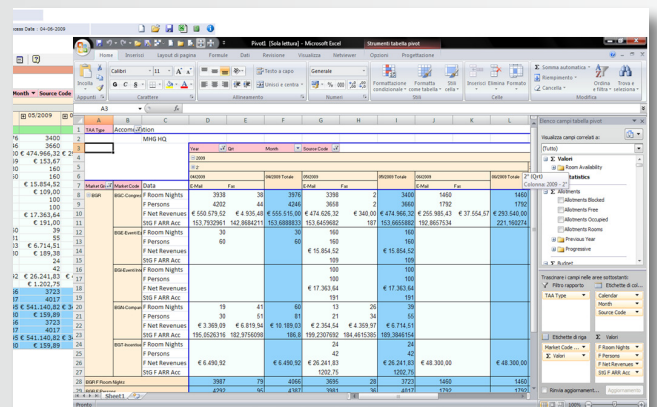
- ▶ protel BI runs with the modules protel Front Office, protel Sales & Marketing and protel Banquet.
- ▶ protel BI is based on data warehousing technologies and uses an OLAP data cube, which allows multidimensional data evaluation.
- ▶ protel BI is an easy to use tool, to compare and analyse data to answer complex questions such as “How many rooms nights for May 2010 were booked in February 2010?” and “How many room nights for May 2009 were booked in February 2009?”
- ▶ Figures can be sliced and diced in order to obtain the most significant view.
- ▶ Freely configurable multidimensional analysis models allow in-depth studies of your data down to the lowest data layer (drill-down data analysis).
- ▶ All data can be evaluated in relation to any existing criteria to gain extensive and significant results.
- ▶ Analysis models show retrospects and prognoses in one report.
- ▶ Multi-dimensional graphs can be created for every analysis model.
- ▶ Analysis models can be displayed as graphs, pivot tables or both.
- ▶ For MPE installations, evaluations can be generated simultaneously for every hotel and for any other desired dimension.
- ▶ BI data cubes can either be created per hotel or for a cluster of MPE hotels.
- ▶ The data will be displayed in a web application (web based GUI through Office Web Components).
- ▶ The integration of Excel allows dynamic spread sheets (dashboards).
- ▶ Data will automatically be entered once a day after each end-of-day process, but can also be updated manually at any time.
- ▶ The user can freely define the multi-dimensional analysis models. There are over 260 “measures” available (revenue, room nights, stay, KPIs etc.) and over 170 “dimensions” (customer types, reservation variables, market segment etc.)



Revenue displayed in a Pivot table and in bar graphs



Pickup comparison



Complex Excel dashboards

protel BI is a web-based management tool for all SQL based SPE and MPE installations.