

# IQubz Hospitality BI

Built with Microsoft BI Technology



## Make profitable decisions with a complete Hospitality Business Intelligence (BI) solution

**IQubz Hospitality BI** provides the tools and capabilities needed to share the right information with the right people at the right time. This data warehousing and analytics solution delivers accurate measurement of revenue, customer, and marketing performance. Fully integrated with IQubz Hospitality CRM, it provides accurate and consistent analysis of de-duped profiles of guests, corporate accounts and travel agents. Built with **Microsoft BI** technology, IQubz Hospitality BI is easy to deploy, customize, and use. IQubz BI dashboards are accessible from **Microsoft Outlook** and the Web. You can create your own reports with a drag-and-drop ease using **Microsoft Excel**. It integrates with your existing on-property and central systems, and scales as your business grows.

### Hospitality Data Warehouse

Get a consolidated, consistent enterprise view

- Consolidated stays and reservations
- Enterprise groups pipeline
- Budgets, forecasts, competitive benchmarks

### Dashboards, Scorecards and Alerts

Get to the critical information the way you want

- Web-based interactive dashboards and scorecards to monitor performance
- Email alerts on events needing attention

### Ad-hoc Reporting

Perform powerful analysis within Excel

- Faster, better decisions
- Free up valuable IT resources

### Predictive Analysis

Get forecasting insights for guided decision-making

- Automated booking pickup and pace reporting
- Improved sales efficiency with customer ratings
- Sell more to existing customers
- Improved campaign marketing target

### Revenue Performance Management

Forecast demand and booking pace

- Side-by-side comparison of properties, brands, and chains
- Sales and business on the books analysis with year-over-year, budget, forecast, competitive set comparisons
- Consolidated analysis by Market Segment, Business Source, Room Type
- Consolidated A/R aging analysis

### Customer Performance Management

Identify your most (and least) profitable customers

- Guests
- Corporate Accounts
- Travel Agents
- Accounts Receivable

### Marketing Performance Management

Acquire new customers and retain existing customers

- Campaign effectiveness and ROI analysis
- Customer segmentation
- Prospect recommendations
- Customer lifetime value predictive modeling

## IQubz Hospitality BI

- Designed for hospitality by industry and technology experts
- Integrates with your PMS, POS, CRS, and other hotel systems
- Comprehensive dashboards with key performance indicators (KPI) accessible from **Microsoft Outlook** or a web browser
- Powerful and flexible ad-hoc reporting with **Microsoft Excel**
- Consistent, secure reports delivery throughout your hotel organization
- On-Demand (Software-as-a-Service) or On-Premise deployment
- Scalable as your business grows

# IQubz Hospitality BI

Solid. Reliable. Comprehensive.

**KNOW WHAT'S HAPPENING:** In-depth sales and marketing history analysis

Get accurate insights from the IQubz Hospitality BI dashboards.

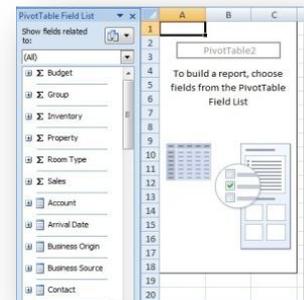
- Analyze period-to-date figures, year-over-year changes, and budget variances.
- Compare property sales with those of other properties, brands, chains, and regions.
- Identify your high yielding market segments, rate plans, and business sources.
- Analyze the effectiveness of marketing campaigns, promotions and package plans.
- Identify your most / least profitable guests, corporate accounts, and travel agents.



**UNDERSTAND WHY IT'S HAPPENING:** Pinpoint the facts with flexible analytics

Perform ad-hoc analysis within Microsoft Excel with the ease of drag-and-drop.

- Measure the impact of various business drivers with multi-perspective analysis, such as market segment by rate plan, or corporate account by sales manager.
- Drill down to details to uncover trends and relationships, understand anomalies, and investigate lost opportunities.
- Create your own pixel-perfect reports and charts.



**UNCOVER WHAT'S GOING TO HAPPEN:** Discover future market trends and anticipate demand

Forecast accurately with fully-automated Pickup and Pace reporting.

- Analyze business on the books with or without the group blocks.
- Compare period-over-period pickups to determine the booking trend.
- Compare period-over-period business on the books to determine the booking pace.

**DETERMINE WHAT YOU WANT TO HAPPEN:** Stay ahead with a timely action

Act on the intelligence and leverage your knowledge.

- Respond to demand fluctuations early on.
- Discover and seize opportunities before they are gone.
- Optimize marketing funds by targeting the likely responders.
- Reward your most profitable customers to ensure repeat business.

	Current Month				Simple geometry			Pickup					
	Unsold	From Bk	Avail	Rooms	Revenue	ADR	Pickup	Pick Rate	ADR	Pickup	Pick Rate	ADR	
10 Thu	54		54	126	23,058	183.00	29	4,594	24.39	29	4,950	81.69	
11 Fri	17		20	163	28,305	174.00	12	4,520	34.09	23	3,944	47.48	
12 Sat	14		4	15	129	28,579	129.00	28	3,209	14.99	10	1,498	13.80
13 Sun	21		6	26	159	30,841	183.00	23	3,940	21.70	14	2,933	27.83
14 Mon	180	12	112	80	17,476	219.00	24	4,308	30.79	12	1,459	149.58	
15 Tue	87	13	100	93	17,064	183.00	13	3,942	18.82	11	6,829	27.74	
16 Wed	88	18	106	92	17,833	183.00	26	5,138	16.92	3	485	151.33	
17 Thu	93		93	97	11,361	129.00	12	1,536	14.00	3	654	15.00	
18 Fri	125		137	23	2,990	130.00	6	1,194	139.25	5	857	111.60	
19 Sat	148		148	32	6,178	183.00	5	985	14.00	6	985	128.83	
20 Sun	98	39	112	87	30,366	183.00	4	489	6.26	17	13,086	26.00	
21 Mon	123	14	137	57	10,415	183.00	12	2,443	82.79	10	12,294	30.50	
22 Tue	143	12	155	37	6,886	178.00	12	1,699	36.79	5	765	140.00	
23 Wed	121	15	136	39	7,811	129.00	2	329	135.50	4	688	34.00	
24 Thu	105	54	139	75	30,425	159.00	1	145	16.00	3	484	121.67	
25 Fri	141	16	176	39	5,733	147.00	14	12,340	120.14	14	1,871	116.34	
26 Sat	138	43	181	42	7,208	174.00	5	986	123.20	5	986	168.20	
27 Sun	117	41	178	43	7,869	183.00	4	867	133.75	6	875	6.88	
28 Mon	111	16	127	69	8,763	127.00	5	837	14.40	7	985	18.29	
29 Tue	108	16	141	72	9,906	138.00	2	1,499	128.54	6	875	128.17	
30 Wed	111	45	156	69	11,957	173.00				5	658	151.40	
Total	3,793	422	3,215	2,467	412,130	158.67	252	43,293	15.79	349	13,232	25.13	

System Requirements

- Microsoft Windows Server™ 2003 or 2008
- Microsoft SQL Server 2005
- Microsoft Office SharePoint Server 2007
- Microsoft Office Excel 2003 or 2007

TO LEARN MORE ABOUT HOW IQUBZ HOSPITALITY BI CAN HELP YOUR HOTEL OR CHAIN EMPLOYEES MAKE INFORMED, TIMELY, AND PROFITABLE DECISIONS, CALL + 1 (949) 861-3330 OR EMAIL [INFO@IQUBZ.COM](mailto:INFO@IQUBZ.COM).



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Solutions for hospitality decision makers