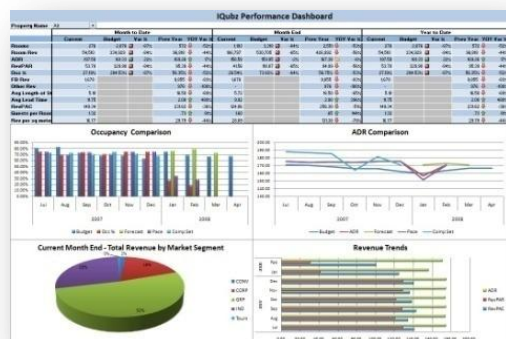


# IQubz Hospitality BI

*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

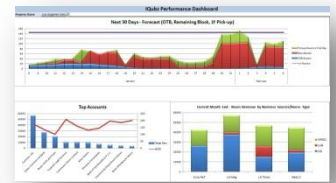
# IQubz Hospitality BI

Solid. Reliable. Comprehensive.

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

Get accurate insights from the IQubz Hospitality BI dashboards.

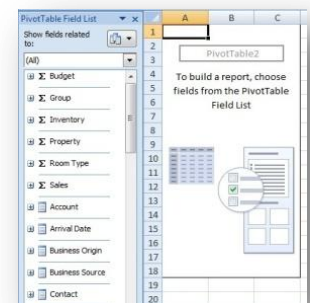
- Analyze period-to-date figures, year-over-year changes, and budget variances.
- Compare property sales with those of other properties, brands, chains, and regions.
- Identify your high yielding market segments, rate plans, and business sources.
- Analyze the effectiveness of marketing campaigns, promotions 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 Site	Book	Rooms	Revenue	ADR	Pickup	Pick Rate	ADR		Pickup	Pick Rate	ADR		
10 Thu	54	54	126	23,058	183.00	29	4,594	26.59	29	4,594	26.59	29	4,594	26.59
11 Fri	17	17	40	7,465	186.63	32	4,520	34.09	32	4,520	34.09	32	4,520	34.09
12 Sat	51	51	129	26,579	205.99	38	3,209	34.99	38	3,209	34.99	38	3,209	34.99
13 Sun	21	21	50	9,041	180.82	23	3,940	21.75	23	3,940	21.75	23	3,940	21.75
14 Mon	100	100	242	47,476	196.18	24	4,308	36.79	24	4,308	36.79	24	4,308	36.79
15 Tue	87	87	208	37,063	178.23	23	3,940	21.75	23	3,940	21.75	23	3,940	21.75
16 Wed	89	89	216	40,182	186.03	26	5,198	19.62	26	5,198	19.62	26	5,198	19.62
17 Thu	93	93	228	42,181	184.96	32	5,396	16.96	32	5,396	16.96	32	5,396	16.96
18 Fri	157	157	393	72,890	185.47	6	1,194	19.25	6	1,194	19.25	6	1,194	19.25
19 Sat	148	148	362	67,176	185.57	5	985	14.05	5	985	14.05	5	985	14.05
20 Sun	99	99	242	47,476	196.18	4	439	6.29	4	439	6.29	4	439	6.29
21 Mon	121	121	297	55,421	186.60	12	2,443	62.79	12	2,443	62.79	12	2,443	62.79
22 Tue	143	143	353	67,888	192.32	12	1,895	36.79	12	1,895	36.79	12	1,895	36.79
23 Wed	121	121	297	55,421	186.60	2	329	18.50	2	329	18.50	2	329	18.50
24 Thu	105	105	258	50,425	195.45	1	145	15.00	1	145	15.00	1	145	15.00
25 Fri	141	141	348	67,176	193.06	14	2,342	20.14	14	2,342	20.14	14	2,342	20.14
26 Sat	198	198	483	91,421	189.28	5	985	12.20	5	985	12.20	5	985	12.20
27 Sun	117	117	288	55,421	192.44	4	867	18.75	4	867	18.75	4	867	18.75
28 Mon	111	111	276	52,177	189.05	5	837	14.40	5	837	14.40	5	837	14.40
29 Tue	108	108	261	50,906	195.04	9	1,499	18.54	9	1,499	18.54	9	1,499	18.54
30 Wed	111	111	276	52,177	189.05	-	-	-	-	-	-	-	-	-
Total	3,790	4,012	9,715	2,407,412	245.67	252	43,291	15.79	252	43,291	15.79	252	43,291	15.79

## 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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**IQubz**

Solutions for hospitality decision makers