

# Data Optimiser

## Management Information from your data!



Extract the value from your reservations data! It's a 24 carat source of customer and business information.

**The Delta Squared Data Optimiser** imports data from your existing reservations system and then filters, sorts and manipulates it before finally presenting the management information you need in any report format.

## 1 Background / Case Study

**“We have a lot of data, but not enough information – and it’s not summarised how we need it”**

That was the problem described to Delta Squared by the Corporate Sales Team of a large International Hotel Chain. They had recently begun using a new reservation system across all of their hotels in 18 countries.

Many potentially useful reports were available, but Sales executives were still spending 2 or 3 days each month producing consolidated reports using a calculator and/ or Excel. “It was taking too much time”

They needed specific report structures and consolidations which would have taken time and resource for the Reservation System Supplier to schedule and produce.



**“We need to spend time analysing the information, not producing the report”**

Many reports could be printed as hard copy but Delta Squared also identified that they could be exported electronically into various computer languages.



Delta Squared was commissioned to build a tool that would import the existing XML report formats and store the data in a new database structure after handling any data or character errors.

XML (eXtensible Markup Language), is a language designed primarily to facilitate the sharing of data across different information systems, particularly systems connected via the Internet.

New flexible reports were then produced - sorted, filtered and summarised as defined by the Sales Team.

***“Valuable management time is now spent making better decisions after analysing the relevant information - rather than spending days producing it!”***

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### 2 Reporting



For this hotel chain, the new reports summarised and displayed:  
Number of Reservations, Room Nights, Room Revenue and Average Rate

Tailored reports were:

- Total for one Company/Client/Travel Agent outbound to all hotels
- Total from one State/territory outbound to all hotels
- Total for a selected group of territories outbound to all hotels (Used when reporting a salesperson OR Sales Office total)
- Key Consortia Reports
- Corporate Rate Reports



### 3 User friendly programme

A simple menu driven programme enables the user to initially set up the salespersons, hotels, regions etc.

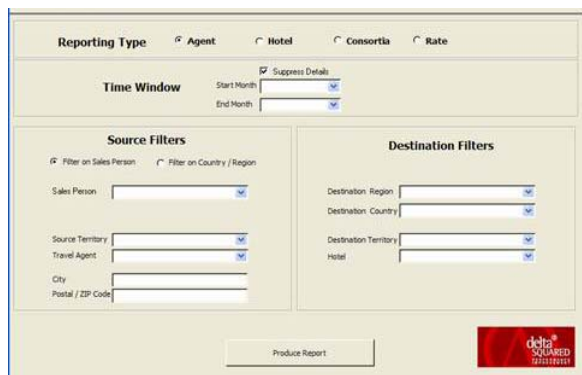
The XML data is imported, interpreted, and placed into a manageable database, which holds data from all the imports as they build up over the months/years.



Simple screens allow the users to filter, sort, summarise in the way that they want to present the data.

Reports can be printed or exported to Excel or other languages.

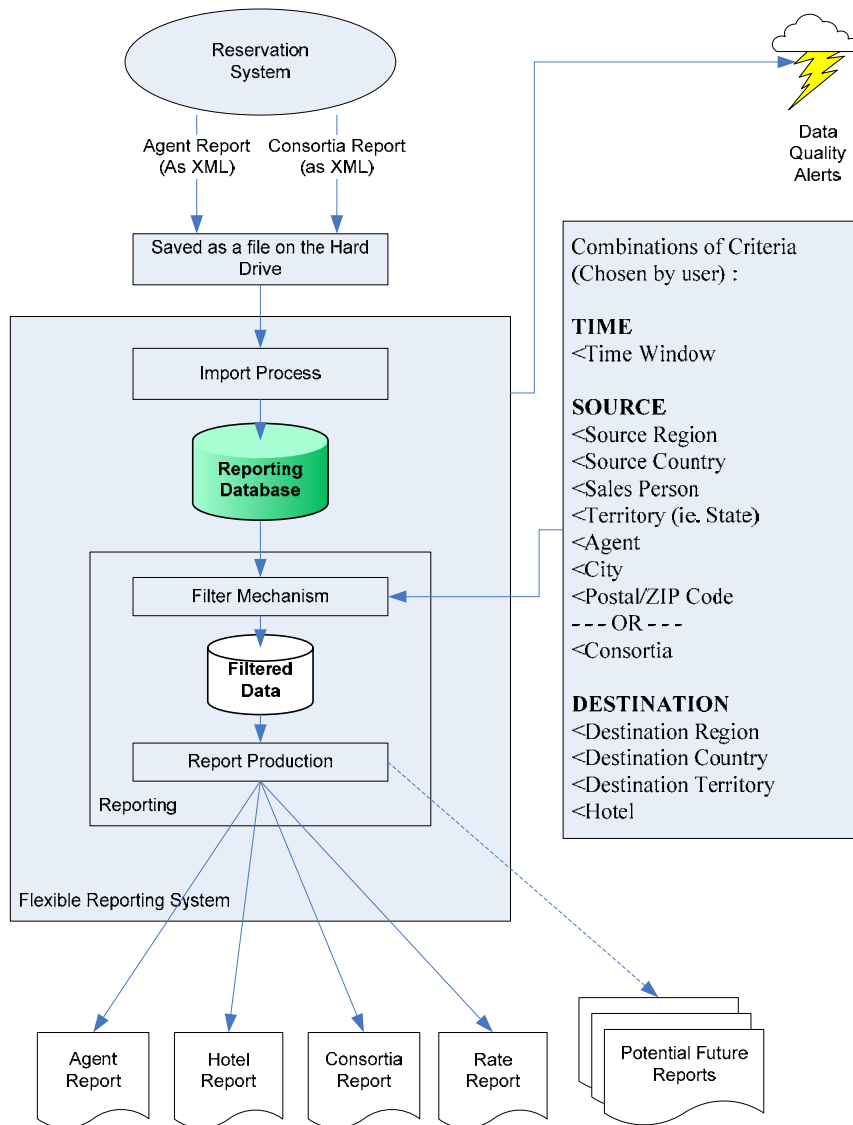
Variance Reports, Trend Analysis and many other types of report can be produced.



## 4 Project Stages

- Brief assessment of the Reservation system, specifically to understand what information was available from the existing reports/exports.
- Full analysis/design. Agreed with the Sales Team the required new Report formats, filters, sort orders and Summary totals
- System development/test/delivery. Built Database & Reporting Modules

## 5 System Architecture



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**Delta Squared Performance Improvement Ltd** is a specialist hospitality, travel and leisure consultancy based in Maidenhead, near London. Our client base includes major international hotel chains; small and medium hotel companies; tour operators; on-line providers and other travel industry organisations.

### **Recent and current clients include:**

Accor	Marketing Birmingham
Best Western Hotels	Millennium Hotels & Resorts
Carlson Wagonlit Travel	Myhotels
Choice Hotels	One&Only Resorts
Condor Ferries	Siblu Holiday Parks
Expedia: European research project.	Superbreak
InterContinental Hotels Group	Travelodge

We also build and distribute a suite of hotel / travel specific software programmes:

**Sales Optimiser** – Our planning and diagnostic tool is the centre of a ‘bottom up’ key account approach to sales. It provides a range of reports and diagnostics to evaluate the true potential of each account, so that sales effort, time and money can be spent where the return is greatest.

**Revenue Optimiser** - Hotel based fully automated annual Revenue Planning Tool. Using analysis, ratios and summaries, it identifies key performance indicators in order to direct and build the hotel business plan using inputs from Sales Optimiser.

**Data Optimiser** - Turns data into management information! Imports data from your existing reservations system and then filters, sorts and manipulates it before finally presenting the management information you need in any report format.

We are specialists not generalists. We work solely in the hotel, leisure and travel sector, in almost all parts of the world. We have first hand experience of what information is needed to make accurate sales and marketing decisions.

Specialising in sales, marketing and information technology assignments we are also acknowledged within the Travel Industry as an authority on **electronic distribution, revenue and sales systems**. We have expertise in sales strategy & management, revenue generation and also voice interactive telephony systems.

We can also help asset managers choose an operating management company to manage a portfolio - and monitor the performance too.

Please contact us for further information, we'd be glad to help!

[www.delta2rd.com](http://www.delta2rd.com)

[info@delta2rd.com](mailto:info@delta2rd.com)

Tel: + 44 (0) 1628 583503

Fax: + 44 (0) 1628 583515