

▼ Hospitality with a system

protel
hotel software®



Web-based management tool

protel Business Intelligence

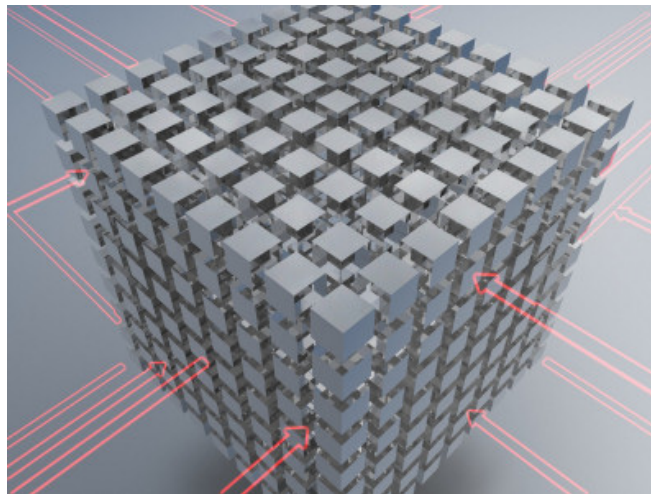
Product information

protel Business Intelligence: Web-based management tool

protel Business Intelligence (protel BI) is a web-based management tool to support strategic business planning for individual hotels or hotel chains using protel SPE or MPE. The tool analyses current and historical statistics and provides detailed information on those factors influencing your business. protel BI offers you the knowledge you need to empower strategic decision making.

To influence tomorrow's numbers, you need sound knowledge of today's and yesterday's - and a tool which clearly structures the abundance of data in a readily understandable format.

protel Business Intelligence:
Decisions for tomorrow
based on today's and yesterday's
data



protel Business Intelligence (protel BI) retrieves all data on your business transactions directly from your protel hotel management system. The tool analyses 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).

protel Bi integrates and compiles the data and facts of your business and visualises interrelations and dependencies, for instance, in form of pivot tables, charts and scorecards.

Retrospect and prognosis: protel Business Intelligence always keeps you comprehensively informed.

From retroactive reports to proactive strategies

What sets protel BI apart from protel Reporting?

protel BI helps you analyse the most important KPIs. In-depth studies get to the bottom of your statistics.

protel BI helps you use Reports und Dashboards as basis for decision-making

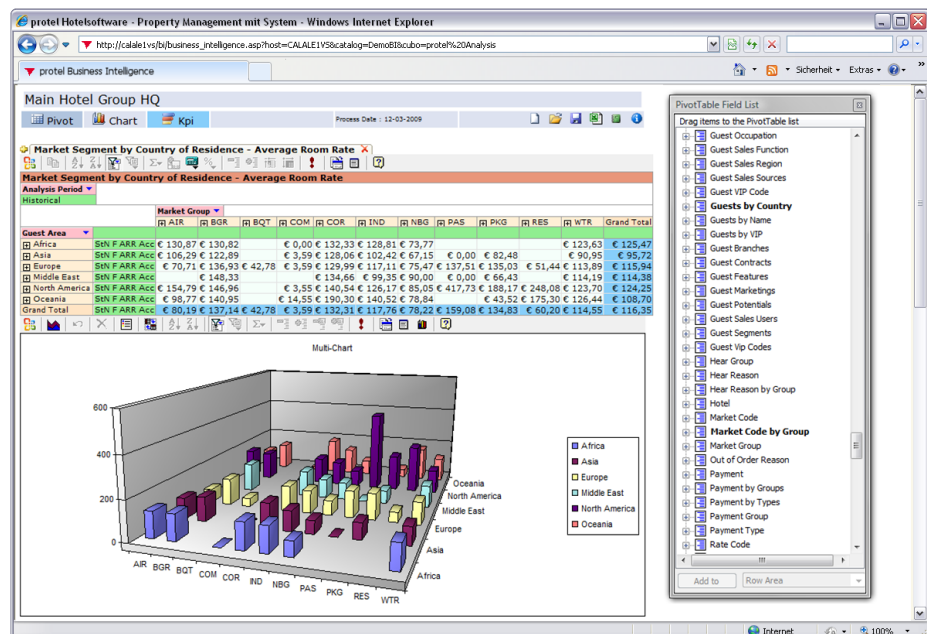
The hotel's daily routines generate a vast amount of data. The well-tried protel Reporting gathers, structures, and manages this data. It documents the present situation and thereby supports the operational business.

A decision on far-reaching strategic targets requires in-depth analysis: Only a detailed analysis of KPIs and a constant comparison of current state and target state allow you to draw a conclusion about the sustainability of certain measures for instance. The faster and more compiled information on the business performance is provided, the more reliable they are for your corporate management.

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:

Business planning with statistics and forecasts:

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



protel Business Intelligence allow your statistics to speak for themselves

protel Business Intelligence structures and categorises 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 turns figures into information

MHG HQ

Pivot Chart Kpi User: SERENISSIMA/CALALE Process Date: 04-06-2009

Microsoft Office PivotTable 11.0

Guest Nationality: All

Market Group	Hotel Analysis Period			Crown Hotel	Grand Hotel	King Hotel	Kingdom Hotel	Queen Hotel	Grand Total
	Historical	Forecast	Total						
(Blank)	€ 64.089,62	€ 64.089,62	€ 64.089,62			€ 991,15		€ 4.404,98	€ 69.485,75
AIR	€ 984.767,77	€ 589.896,76	€ 1.574.664,53						€ 1.574.664,53
BGR	€ 10.699.993,06	€ 3.185.597,94	€ 13.885.591,00	€ 275.120,50	€ 22.208,75	€ 103.689,23	€ 424.419,50	€ 1.368.061,14	€ 16.079.090,12
BQT	€ 721.589,73		€ 721.589,73			€ 940,49	€ 44.691,12	€ 14.127,27	€ 781.348,61
COM	€ 24.663,57		€ 24.663,57	€ 458,71	€ 1.115,30	€ 807,90	€ 781,35	€ 202.427,43	€ 234.218,31
COR	€ 2.939.338,40	€ 100.583,16	€ 3.039.921,56			€ 74.380,77	€ 106.377,34		€ 3.247.961,57
IND	€ 3.978.130,33	€ 145.254,40	€ 4.123.384,73	€ 235.131,98	€ 591.407,17	€ 407.893,76	€ 1.281.784,01	€ 1.977.542,59	€ 8.821.712,53
NBG	€ 392.630,67	€ 281.201,10	€ 673.831,77	€ 1.665.959,77		€ 12.687,82	€ 1.779.813,20	€ 374.758,85	€ 4.588.848,79
PAS	€ 297.234,36		€ 297.234,36	€ 27.624,17	€ 6.461,07	€ 15.933,88	€ 34.162,65	€ 257.439,24	€ 645.231,19
PKG	€ 166.977,90	€ 2.756,00	€ 169.733,90	€ 77.195,55	€ 25.109,96	€ 322,76	€ 2.731,31	€ 123.908,18	€ 402.370,79
RES								€ 109.173,83	€ 219.416,35
WTR	€ 629.213,24	€ 76.628,75	€ 705.841,99	€ 193.126,18	€ 52.740,38	€ 33.093,93	€ 513.534,84	€ 1.190.644,35	€ 2.770.033,78
Grand Total	€ 20.898.628,65	€ 4.381.918,11	€ 25.280.546,76	€ 2.474.616,86	€ 699.042,63	€ 650.741,69	€ 4.188.295,32	€ 5.622.487,86	€ 39.434.382,32

Historical evaluation and prognoses in one report

MHG HQ

Pivot Chart Kpi Process Date: 15-06-2009

Microsoft Office PivotTable 11.0

Drop Filter Fields Here

Guest Area	Guest Country Residence	Hotel Year Qrt										Grand Total
		2007		2008		2009		2010		Total		
Africa	F Net Revenues	0,54%	0,22%	0,05%				0,04%		0,28%	0,28%	
Asia	F Net Revenues	1,45	1,61	5			5		311	311		
Europe	F Net Revenues	67,28%	68,31%	70,41%	63,63%	38,20%	41,29%	64,78%	29,68%	67,16%	67,16%	
Italy	F Net Revenues	17916	46121	8140	2206	1124	672	12142	755	76934	76934	
Gran Bretagna	F Net Revenues	2,63%	3,28%	4,38%	11,86%	20,44%	36,98%	8,75%	70,32%	4,56%	4,56%	
Germania	F Net Revenues	1,35%	3,61%	1,73%	22,87%	39,64%	21,58%	9,80%	3,79%	3,79%		
Francia	F Net Revenues	6,00%	3,16%	1,65%	0,41%	0,62%	0,15%	1,27%	3,61%	3,61%		
Spagna	F Net Revenues	1,65%	1,79%	1,31%	0,14%			0,92%	1,62%	1,62%		
Grecia	F Net Revenues	1,17%	0,60%	0,97%				0,67%	0,75%	0,75%		
Belgium	F Net Revenues	0,81%	0,82%	0,27%				0,19%	0,74%	0,74%		
Olanda	F Net Revenues	0,75%	0,54%	0,93%				0,64%	0,60%	0,60%		
Switzerland	F Net Revenues	0,54%	0,47%	0,42%				0,29%	0,46%	0,46%		
Russia	F Net Revenues	0,33%	0,44%	0,14%				0,10%	0,36%	0,36%		
Norvegia	F Net Revenues	0,49%	0,20%	0,33%				0,23%	0,28%	0,28%		
Austria	F Net Revenues	0,20%	0,32%	0,13%				0,09%	0,25%	0,25%		
Portogallo	F Net Revenues	0,11%	0,28%	0,30%				0,21%	0,22%	0,22%		
Svezia	F Net Revenues	0,13%	0,30%	0,17%				0,12%	0,23%	0,23%		
Polonia	F Net Revenues	0,15%	0,28%	0,24%				0,16%	0,22%	0,22%		
	F Room Nights	40	194	30				30	264	264		

Reports for single hotels or for a group of hotels

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MHG HQ

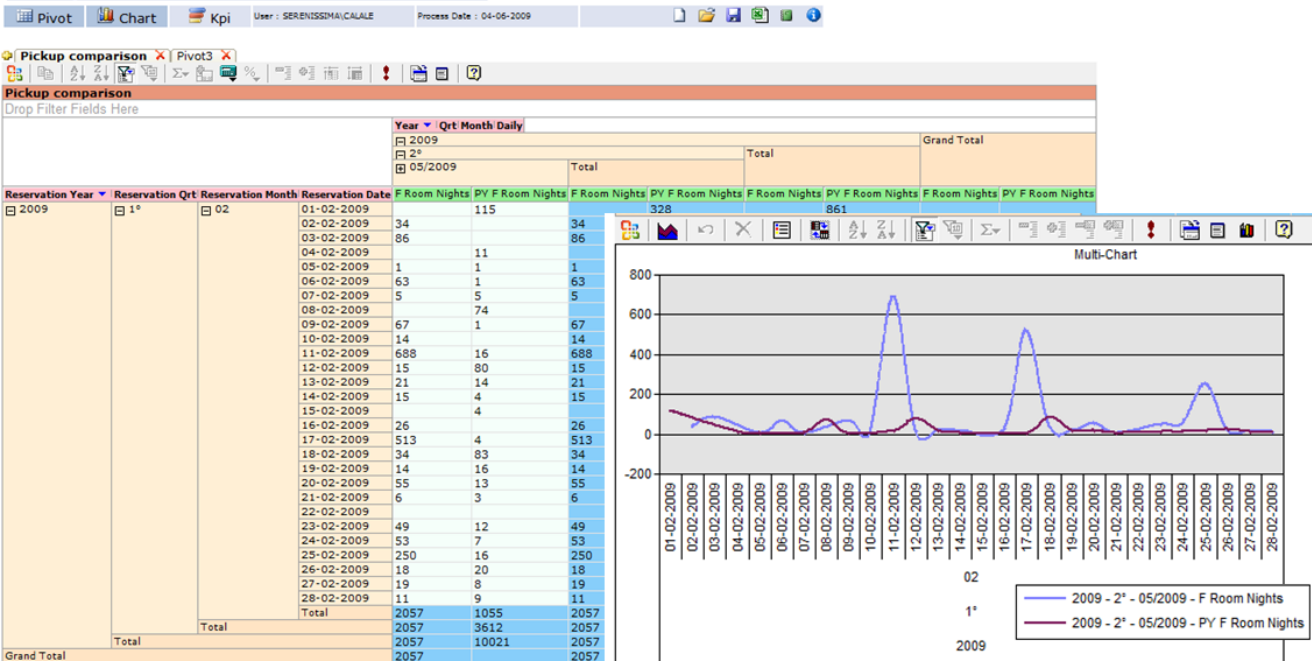


Fig. above:

Pickup comparison

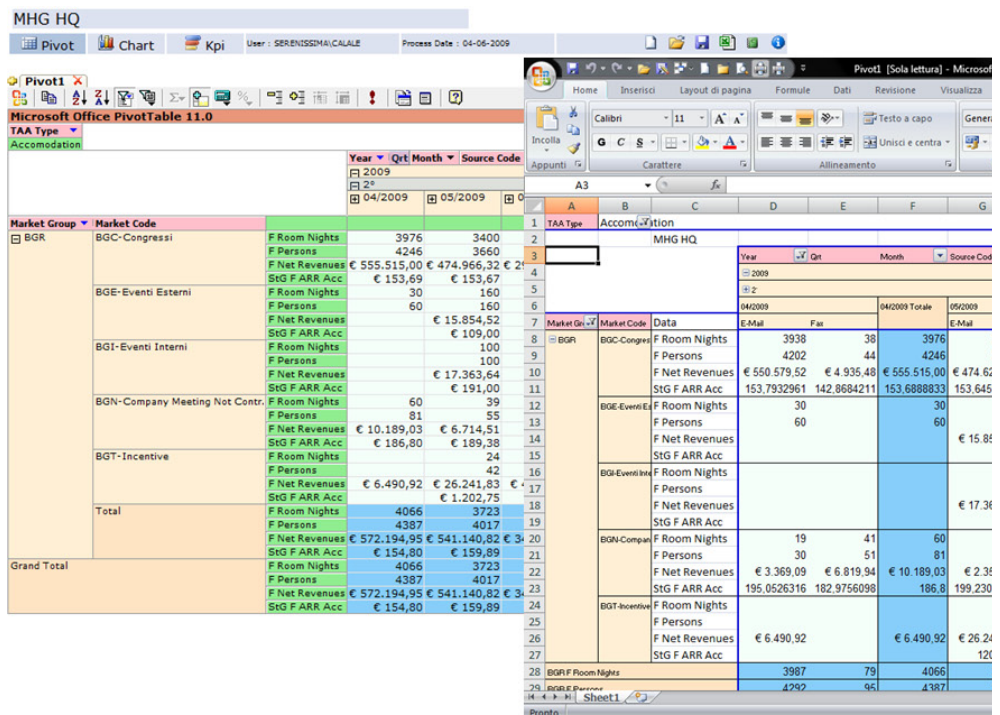


Fig. right:

Complex dashboards can be created in Excel

Fig. right:

Revenue comparison for two houses in regard to guests' country of origin

Maximum data networking and penetration of data, displayed respectively in a pivot table or a graph

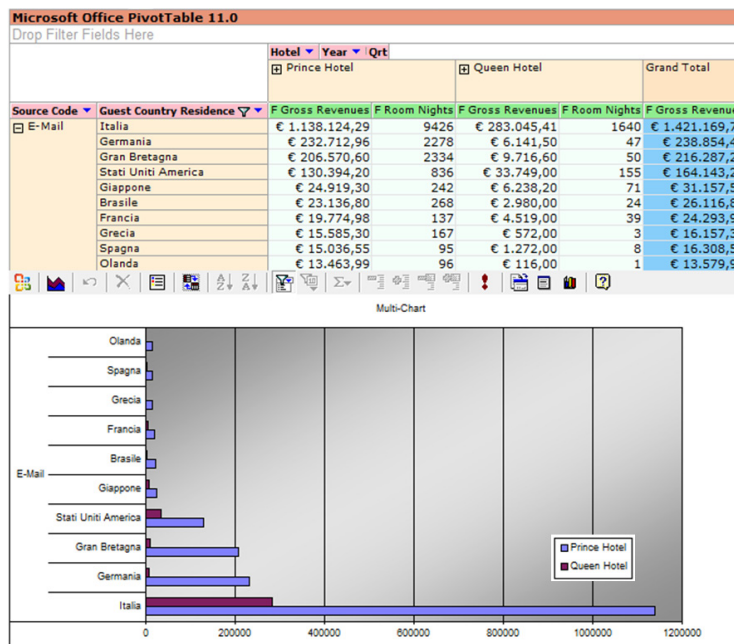
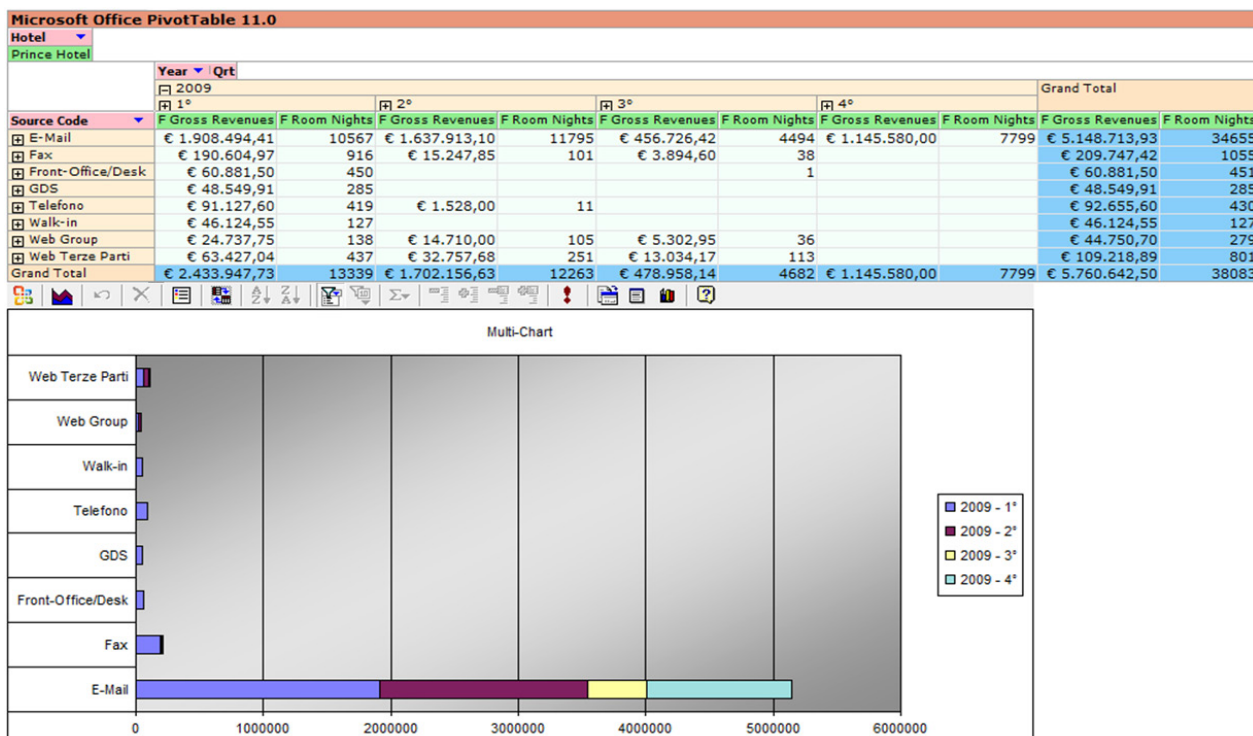


Fig. below:

Quarter analysis revenue generation (by Source Code)



protel BI: An overview of the most important features

- ▼ protel BI runs with the modules protel Front Office (incl. accounts receivable management), protel Sales & Marketing (incl. Master Profile and task evaluation) 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.
- ▼ The data 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.)

▼ protel Business Intelligence

Product information



Requirements

- ▼ protel SPE or MPE with SQL
- ▼ License "Business Intelligence"

Service and Support

Please contact our sales team and learn more about your personal advantages by using protel Business Intelligence.

We will be happy to provide you with detailed user manuals in German and English, should you decide to employ protel BI in your hotel.

▼ Online user trainings via Netviewer are available upon request. For more information please contact your local protel dealer.

protel Add-ons

▼ Interested in further details? Then, please also visit our website to find more useful **extensions**, add-ons and hotel-apps to support your daily business.

Contact

Talk to us if you have questions or require additional information! We're happy to advise you!

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