

HOTEL DASHBOARD

Business Intelligence Solution Description





Table of Contents

1. Change Control.....	3
2. Environment.....	4
3. Business Intelligence	6
4. Hotel Dashboard?.....	8
5. Hotel Dashboard modules.....	12
5.1. HD Central Solution.....	12
5.2. HD Hotel Solution.....	12
5.3. HD F&B Solution.....	13
5.4. HD Leisure Solution	13
5.5. HD Financial Solution	13
5.6. HD Social Media Solution	14
5.7. HD Human Resources Solution	14



1. Change Control

Version	Date	Description	Owner
1.0	November 11 th 2014	Document Creation	Mastel – Godoy



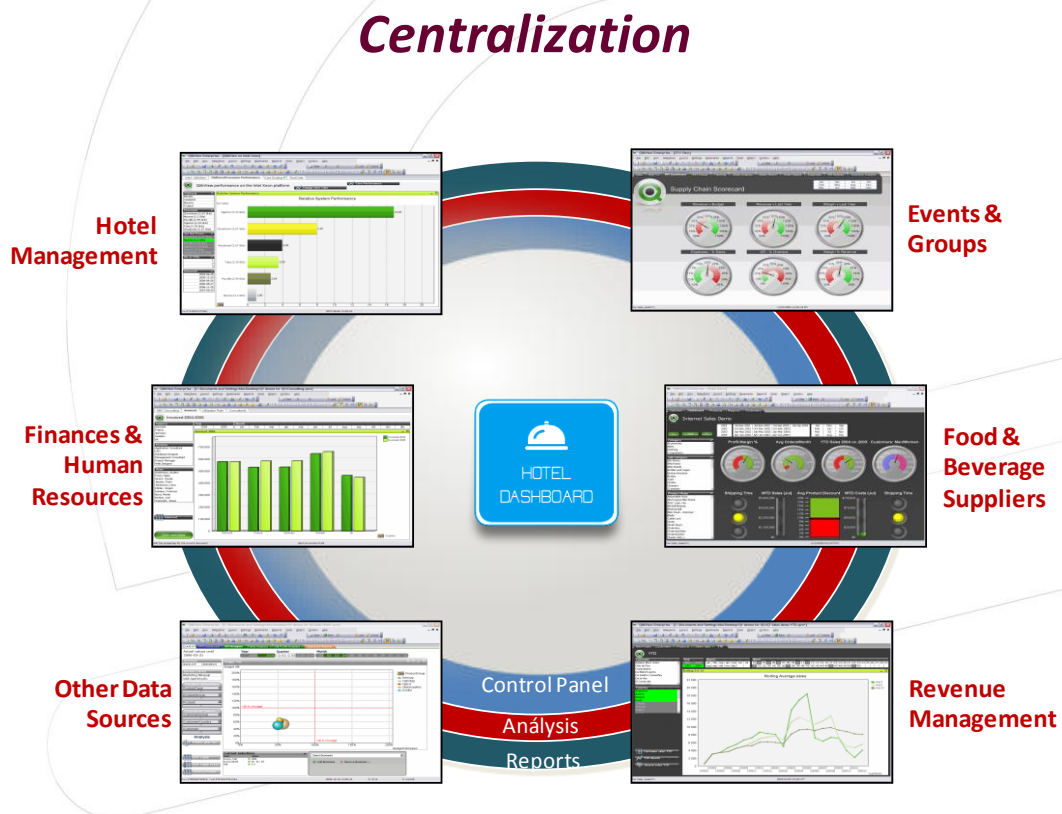


2. Environment

Today's work environment forces us to improve the information analysis that we use to optimize the resources and investments within the sector.

Business Intelligence platforms allow us to consolidate information from different management applications and make it possible to have a fast and efficient analysis.

The hospitality sector has been managed for years by multiple technologies offering closed solutions in which the integration with external modules was very difficult and stressful. Software vendors have been very jealous when opening their environment connectivity between platforms and other management programs for external integrations.





Not surprisingly, years ago the HTNG (Hotel Technology Next Generation) organization was born due to the demand from hoteliers and some software vendors, that had hard times to offer their product to the hospitality market, to deliver standard integrations to allow the hoteliers to choose the right solution for their operations.

The Hotel Dashboard is born with this philosophy: to enable the hotel to integrate information from different data sources existing in their hotels or group of hotels, without limitation, through Business Intelligence.

Hoteliers can cross data and information from their different management programs (hotel management, business management, event management, quality management, service management, interfaces, POS management, procurement and warehouse management, financial management and accounting , web platforms, etc.) regardless the software vendor. With it, they can optimize the management of their departments through specialized programs for each of them, and unify the information effectively.

The standardization of the information will be possible for those hotel groups that work with different brands, hotel software by region, brand or other technologies.

Data centralization from different software management is possible through the Hotel Dashboard and its modules. Moreover the Hotel Dashboard is designed so that the hotel needs only to purchase the licenses needed to work with. This allows them to achieve budgets adapted to their needs providing them with what only a few companies from the hotel sector have already discovered.

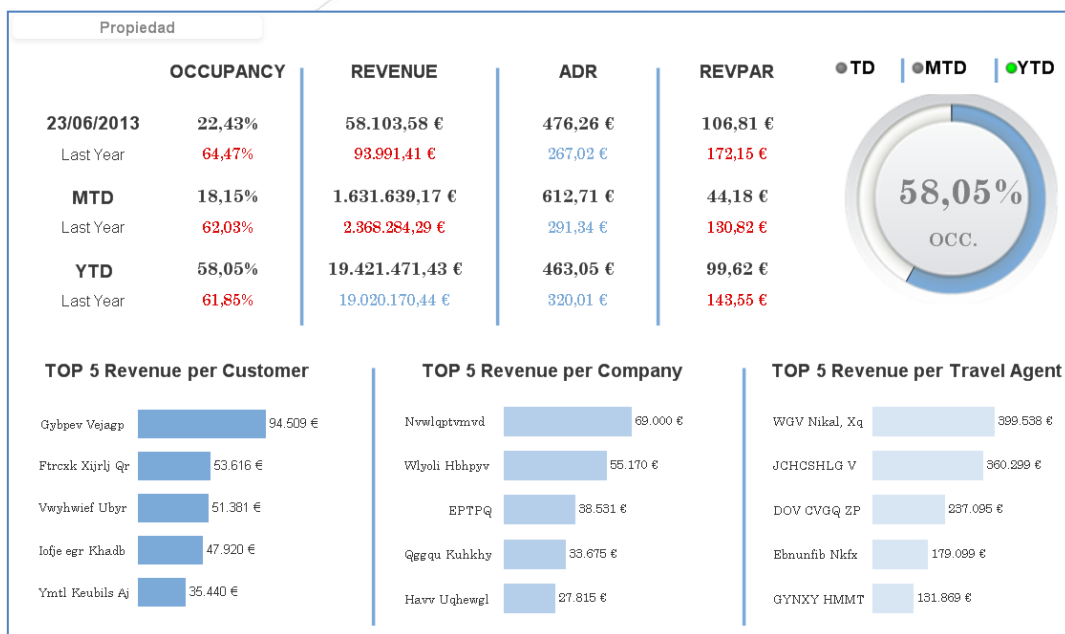


3. Business Intelligence

What is Business Intelligence?

It is a set of tools and strategies aimed to the administration and creating knowledge through the analysis of existing data in a company or organization.

It refers to the use of an enterprise data to facilitate decision-making.



What are the benefits?

- ✓ Access to the information at anytime, anywhere.
- ✓ Software that the employees can use to improve their performance and company or Enterprise strategies.
- ✓ Interact with the available information to take accurate decisions and with fundamentals.
- ✓ Facilitate key indicators or KPIs to manage the business or Enterprise.



The Hotel Dashboard is based on Qlik, one of the most powerful Business Intelligence tools in the market. Through its Business Discovery technology it allows to develop dashboards without investing large amounts of time and money. Its technology, which gives you access to the information in memory, can save hundreds of hours working on the creation of the classical data cubes that always end up being obsolete before they can be placed to work.

The hospitality sector requires speed on the development and quick responses, the Hotel Dashboard and Qlik covers this necessity.



Mastel and Qlik have defined an economic licensing plan that will allow access to all or some of the modules of your company or group of companies' software, adapting to the needs and size of each customer. In addition the Hotel Dashboard includes by default all the necessary software for the installation on a central server of the hotel or hotel group.

The users will have access to each of the modules through a nominal WEB access which will allow them to see and work with all the available information in such module. In case of needing access to more than one module a license will be assigned for each module.

The Hotel Dashboard has taken into consideration the difficulty of working in some environments where the internet connectivity is not optimal, therefore, it will be also possible to work with a local client license that won't depend on the internet connectivity.



4. Hotel Dashboard?

The Hotel Dashboard is a Business Intelligence development that offers a predefined vision of the hotel data and KPI's based on connectors with different applications such as PMS, POS, S&C, Finance, HHRR, etc., from management software like Opera, MICROS, Delphi, Protel, SIHOT, Scala, Talentia, Concept Software System, Sage, SunSystems or SAP. These products can be integrated via the Business Intelligence.



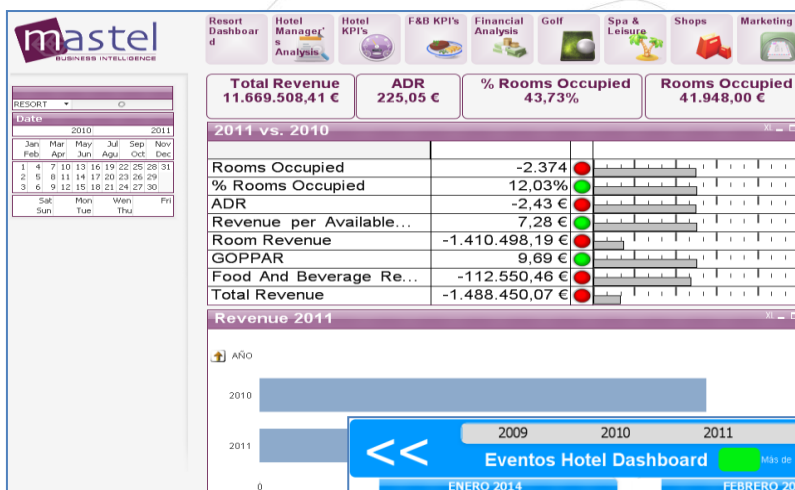
The Hotel Dashboard is the starting point for any hospitality Business Intelligence project. With the connectors, in little time, you will be analyzing your operation and planning new steps or phases to include new data sources from other management tools or applications.

Total Rooms in Hotel				
Year	2012	2013	2014	2015
Total Rooms in Hotel	132.858	132.495	132.495	94.386
Rooms Occupied	81.257	80.052	74.959	3.10
% Rooms Occupied	61,16%	60,42%	56,57%	3,29%
Complimentary Rooms	4.390	3.684	2.760	
House Use Rooms	2.816	4.088	4.383	
Room Sold	74.051	72.280	67.816	3.10
% Room Sold	55,74%	54,55%	51,18%	3,29%
Out of Order Rooms	3.570	5.563	1.282	
Out of Order Service	5.557	4.503	198	
Room Revenue	7.595.626,05 €	7.239.866,75 €	6.787.925,92 €	336.907,00 €
ADR	102,57 €	100,16 €	100,09 €	108,61 €
Rooms Available	129.288	126.932	131.213	94.386
REVPAR	57,17 €	54,64 €	51,23 €	3,57 €
Food And Beverage Revenue	10.156.773,52 €	9.843.218,65 €	7.133.908,00 €	14.165,43 €
Other Revenue	8.214.256,28 €	7.966.453,26 €	5.628.981,22 €	4.396,61 €
Total Revenue	25.966.655,85 €	25.049.538,66 €	19.550.815,14 €	355.469,04 €
Arrival Rooms	18.964	18.565	16.462	25
Departure Rooms	18.692	18.442	16.791	28
Cancelled Reservations for ...	2.848	2.770	2.465	
No Show Rooms	366	334	297	
Adult Number	159.601	166.397	155.055	3.15
Children Number	12.745	10.989	12.291	13



The Hotel Dashboard will allow you to:

- ✓ Centralize local or corporate data.
- ✓ Centralize Multi-Language, Multi-Currency and Multi-Property data.
- ✓ Access to the information according to the user's rights (levels).
- ✓ Automatically distribute reports and documentation according to scheduled Jobs.
- ✓ Access to the information from anywhere.



Hotel Dashboard, your starting point.

Customize your design based on your needs.

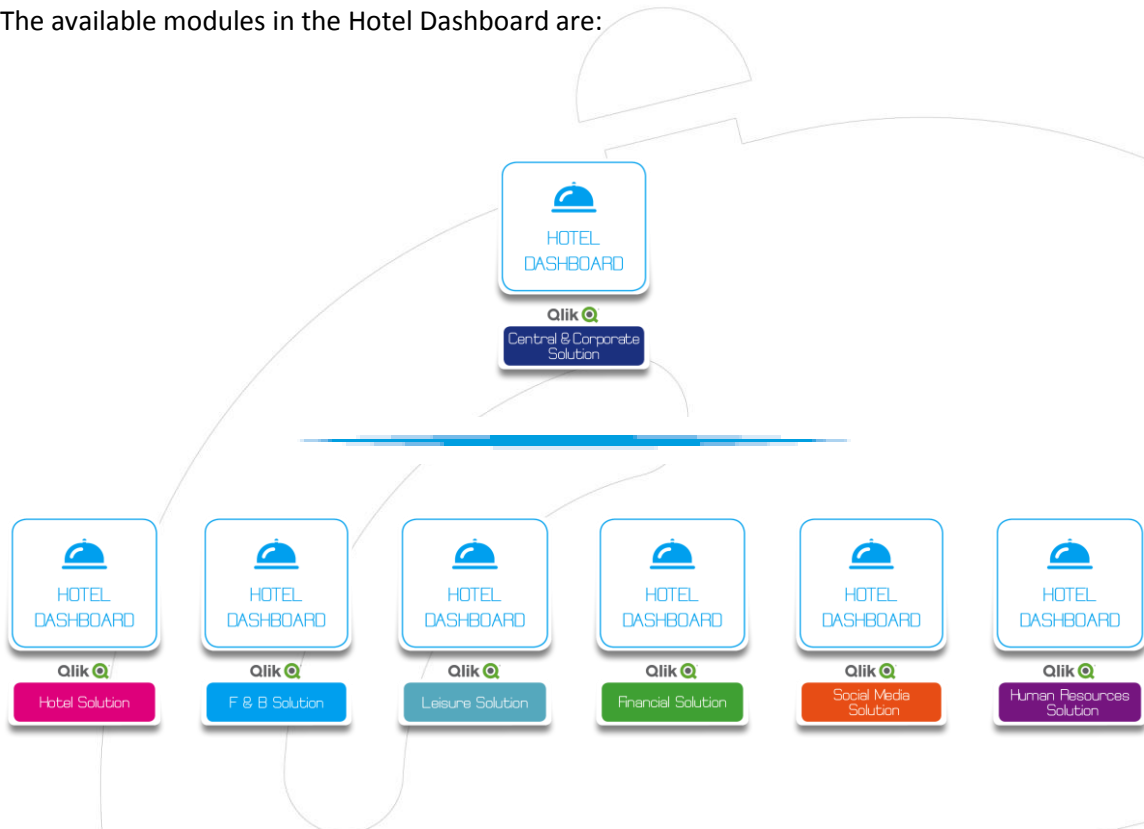


You will be able to develop your “own” Hotel Dashboard in short time loading information from your hotel management applications.



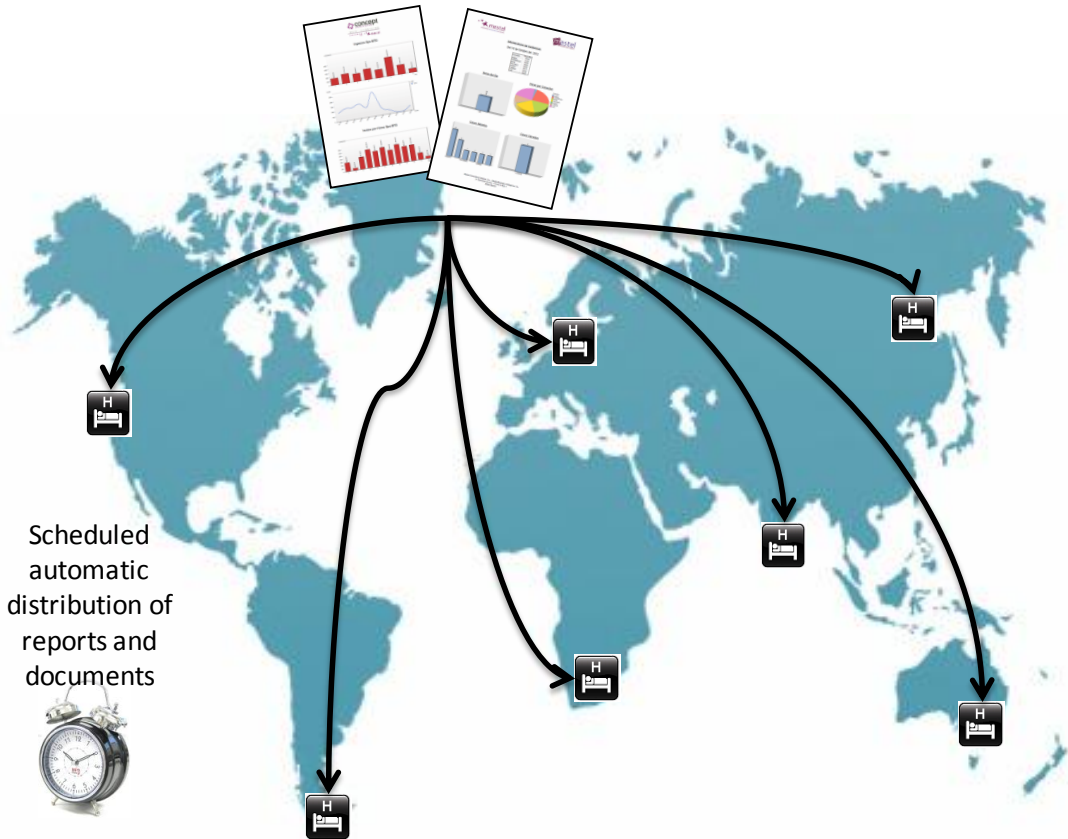
With the modules that the Hotel Dashboard offers, you can reduce the implementation time. These modules will be the starting point for your own Business Intelligence.

The available modules in the Hotel Dashboard are:



You will set up the limit of your Business Intelligence project for your hotel. From the Hotel Dashboard modules you could tailor the development of all and each one of the KPIs that you want and integrate ALL the technological platforms of your Enterprise or group.

In addition, the Hotel Dashboard will allow you to automatically distribute information in different format, MSWord, Excel, PPT or HTML, via email, network folders, FTP server or publishing on your corporate web page.



And you will have access to your Dashboards through mobile devices (iPad, iPhone and android).





5. Hotel Dashboard modules

The Hotel Dashboard has been designed with the end user in mind through a simple licensing per user that can connect to multiple data sources according to the needs of each hotel, resort, sport center or tourist sector companies.

On top of each modules the central or corporate Hotel Dashboard, will allow you to unify information from all the other modules offering a high level of information of the whole enterprise, ideal scenario for the upper management direction.

5.1. HD Central Solution



The Central module allows groups or hotel groups to consolidate information from other applications offering a corporate image of all the information contained in the Hotel Dashboard modules, including also, information from the central reservation systems, other centralized systems, CRM, etc.

5.2. HD Hotel Solution



The Hotel module allows the integration with the main modules of the hotels that are part of the standard management. The connection to the hotel management software applications such as Opera, Fidelio, Protel, MICROS, SIHOT, Prestige, AciGroup, Delphi, Squirrel, Aloha and others similar, are the heart of this module.



5.3. HD F&B Solution



The F&B module includes the connection to Food and Beverage management programs those normally included in the restaurant or restauration group management. The connection to hotel management software such as MICROS, Squirrel, Aloha, Material Control, SAP, Oracle, SanSystems and others similar are part of this module.

5.4. HD Leisure Solution



This module allows the integration with different platforms aimed to manage leisure activities as Golf, SPA, sports, clubs, restaurants reservations, golf classes, etc. Some platforms included in the connector are Concept Software Systems, Reservation Assistance, Baron Software, SpaBooker, TNG, Spa Software and others similar.

5.5. HD Financial Solution



This module integrates different financial management platforms that are normally used by the hotel sector. Management applications such as Accounting, financial, budgetary, procurement, etc., are part of this solution. Some sector's solutions are SunSystems, SAP, Oracle Financial, Scala, Talentia, Datisa, Sage and other similar.



5.6. HD Social Media Solution



This module includes a development that connects to the mayor social networks with which the hotel or hotel group works. Including among others are Facebook, Twitter, Instagram, YouTube, WEB pages, and RSS feeds. Shorty there will be available connectors to Booking.com and TripAdvisor.

5.7. HD Human Resources Solution



This module allows the connection of your hotel solution to different HHRR platforms to analyze the data contained on it and cross that information with data coming from the financial and operations departments. Programs like Meta4, SAP and Oracle among others are part of this solution.