CUSTOMER STORY

Accurate data delivers competitive edge

1834 Hotels streamlines reporting capabilities with Qlik

aDvance

Qlik Q

> "Our daily reporting is a critical element, but it was very manual because we would have staff producing multiple spreadsheets. We were able to deliver reasonable levels of data, but we were taking a lot of time and a lot of labor to do it."

Andrew Bullock, CEO, 1834 Hotels

Need for efficient and timely reports

To maximize profitability, hospitality operators need the advantage of dynamic and robust operating systems, cost controls and sound management principles. These are delivered by 1834 Hotels which is an experienced hospitality management company and consultant specializing in the overall management of hotels, motels, pubs and resorts.

1834 Hotels provides a complete 'white label' management solution for 20 properties across Australia. This covers strategy, operation, finance, workforce health and safety, sales, marketing and revenue management.

1834 Hotels CEO, Andrew Bullock, and the team pride themselves on being a market leader in this space, with trust, accuracy and innovation being at the forefront of their offering.

Because the accommodation market is very competitive, 1834 Hotels must work fast, monitoring occupancy levels and forward bookings in near real time and adjusting pricing accordingly. To do this, it needs to gather and analyze significant volumes of data every day, both across its own organization and externally, and that business-critical task is being achieved with Qlik.

Previously, staff were gathering data from multiple systems, including those used by individual managed properties, inputting the data, sometimes manually, into multiple spreadsheets and sending these to the appropriate people. An inefficient task that was onerous on staff and at risk of human error.

Solution Overview

Customer Name
1834 Hotels

Industry
Retail and Services

Geography
Australia

Function
Sales

Business Value Driver
New Business Opportunities, Reimagined Processes

Challenges
- Make reports on operational performance available in a timely manner
- Gather data on room supply and demand in near real time to enable optimal pricing
- Harness greater efficiency to underpin business growth

Solution
Qlik NPrinting integrated with Protel property management system and other business systems.

Results
- Saves two person days a week on preparation of performance reports
- Automates production and distribution of reports to designated recipients
- Sets company apart from peers to make 1834 Hotels more competitive

Bullock comments: "This key task was extremely resource intensive. We were able to deliver reasonable levels of data, but we were taking a lot of time and a lot of labor to do it."

Staff had to login into each property's individual system, one at a time and enter the data into a spreadsheet which had to be manually collated. This process took priority each morning, costing about two days a week. The data was there, but management wanted to provide near real-time reporting to make better business decisions. Although supply and demand at hotels may be tracked at 10 to 15 minute intervals this could not be translated into dynamic pricing. Key reports had to be delivered in a timelier manner.

Gaining maximum value from data

This labor-intensive operation confronted Sam Parker when he joined 1834 Hotels in 2017 as Director of Finance. He was familiar with Qlik technology and realized this could deliver a much more efficient solution so reached out to Qlik partner Advance Business Consulting.

Advance deployed Qlik and Qlik NPrinting at 1834 Hotels and integrated these with its property management, accounting and other systems. Qlik is used to collect and analyze the data while enterprise reporting tool, Qlik NPrinting empowers 1834 Hotels to create, manage and share great-looking reports, fast, gaining maximum value from the data. Highly visual reports can be produced in all popular document formats. They are created and distributed from a single platform both securely and at scale and the possibility of human error is reduced.

With Qlik NPrinting, 1834 Hotels now generates multiple reports automatically each day and delivers them to designated staff both internally and at its managed properties. Reports can be personalized for each recipient and stamped with the logo of the property to which they relate. Where data analysis indicates any abnormalities, these are highlighted for the relevant people.

Advance Business Consulting has also used a low code development platform to create an application integrated with Qlik NPrinting that enables hotel managers to submit feedback on their reports. Intrexx is used to build web apps to provide new functionality or a quick stop gap solution to some of the challenges associated with bringing on new hotels that use a different mix of business systems. Intrexx, a low code platform, can help in this integration and web apps area. 1834 Hotels has also replaced its core property management system with the Protel system and Advance has integrated Qlik NPrinting with this new system.

Gaining a competitive edge

Bullock says 1834 Hotels now has a system that gives it a competitive advantage as it works to regrow and expand the business. The additional data and analysis it can provide to property owners makes its proposition more compelling. Also, as the business grows it will be able to produce reports for new clients without requiring additional resources.

"Using Qlik is giving us an opportunity to be far more efficient than we were. As we're regrowing and starting to take on new hotel contracts, we're finding those efficiencies are setting us apart from our peers and giving us an opportunity to grow a business that is far more efficient," concludes Bullock.

The keys to success

2 person days saved a week on key business performance reports

20 properties under management

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Andrew Bullock, CEO, 1834 Hotels

Qlik Q®

ADVANCE

About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

qlik.com

About Advance Business Consulting

Advance Business Consulting is a trusted technology advisor and business system integrator with over 20 years' experience in delivering solutions to assist organisations in becoming more efficient, profitable, and secure. Advance has a proven track record of providing solutions in data analytics, data integration and reporting to enable actionable business insights. Delivering holistic solutions for information management, cyber security, low-code development platforms, project management software, business analytics, outsourced IT and custom development.

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