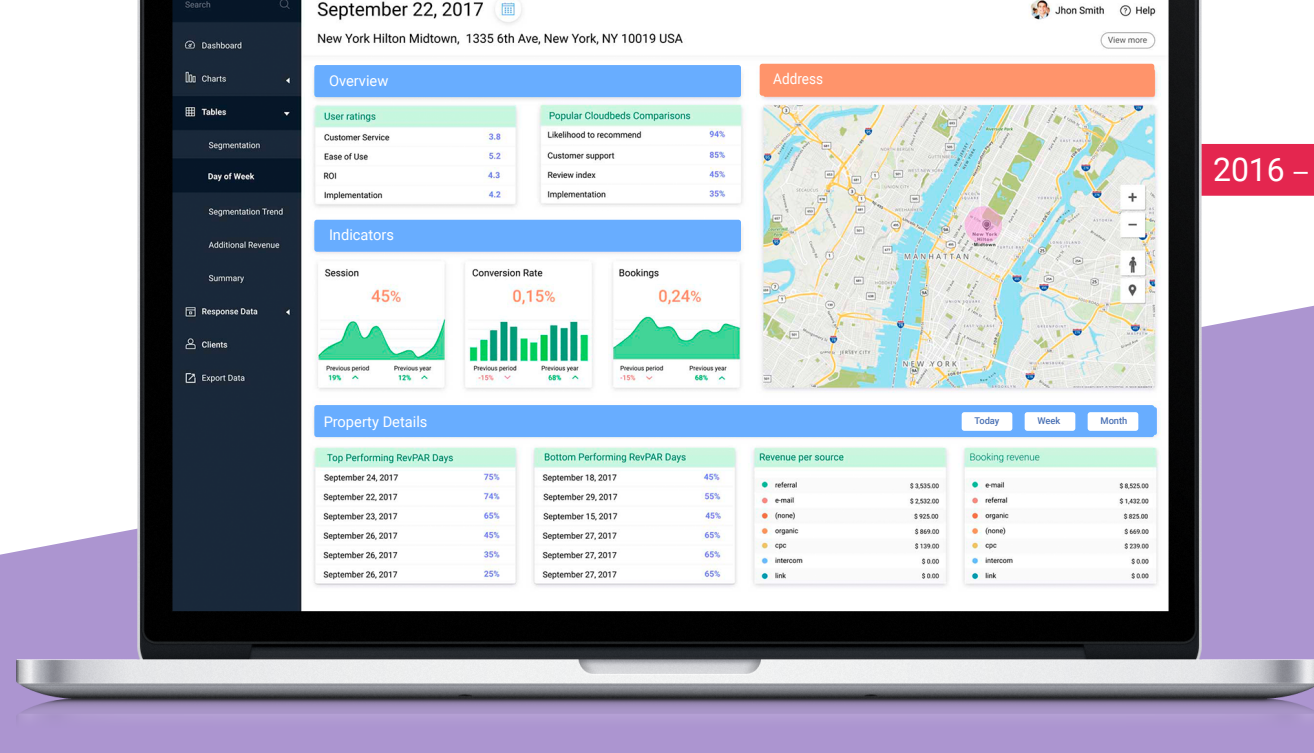


Hotel Performance Management System

A user-friendly and effective system for managing and analyzing info on accommodations performance within the specified segment. The hotel performance management application allows managers to visualize the available data to simplify the analysis and its comparison with indicators across the local market.



2016 – 2017

Business Challenge

The implementation of software solutions allowing to make data-driven decisions is an integral part of every successful business management strategy. The hotel business is not an exception to this rule. Therefore, very often there's a need for comprehensive management and reporting system that provides fast access to such crucial KPIs as catering and banquets revenue, costs for food and beverage, the level of accommodation performance within the selected segment, and many other.

Our developers were asked to create a user-friendly management solution for viewing, visualizing and analyzing info on accommodations performance within the specified segment. The web-based system should visualize important indicators in an easy-to-understand way and allow comparing hotel performance. Our customer asked to implement the possibility to work with different types of data, such as F&B performance, in-room dining revenue per room, or catering and banquets revenue per square foot/meter. The application should be easy to use, flexible, and efficient.

| September 22, 2017 | | | | | | | | | | |
|---|-----|-------|--|-------|-----------|-----------------|-----------|-----------|----------|---------------|
| New York Hilton Midtown, 1335 6th Ave, New York, NY 10019 USA | | | | | | | | | | |
| Property List | | | | | | | | | | |
| [New Property List] Save List | | | | | | | | | | |
| | # | ID | Hotel | Rooms | Open Date | Affiliation | Operation | City | St/Prov | Contry |
| <input checked="" type="checkbox"/> | 91 | 33129 | New York Hilton Midtown | 98 | Apr 1955 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 100 | 15258 | New York Hilton | 99 | May 1965 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 102 | 56824 | Royalton Park Avenue | 105 | Apr 1948 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 150 | 25698 | New York Hilton Midtown | 96 | Nov 1985 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 191 | 45682 | New York Hilton | 58 | Apr 1944 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 201 | 33129 | New York Hilton Midtown | 101 | Nov 1989 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 521 | 54892 | Royalton Park Avenue | 102 | Jul 1978 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 291 | 34599 | InterContinental New York Times Square | 106 | May 1978 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 381 | 87756 | The Knickerbocker Hotel | 108 | Apr 1964 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 322 | 35523 | New York Hilton Midtown | 115 | Jul 1984 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 295 | 54989 | New York Hilton | 112 | Apr 1979 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 321 | 33465 | New York Hilton Midtown | 157 | May 1969 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 451 | 57954 | New York Hilton Midtown | 44 | Apr 1965 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 325 | 16594 | New York Hilton | 35 | Nov 1987 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 94 | 16579 | New York Hilton Midtown | 65 | May 1965 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 922 | 31649 | The Knickerbocker Hotel | 95 | Nov 1983 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 551 | 54845 | New York Hilton | 58 | Apr 1964 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 951 | 14941 | New York Hilton Midtown | 65 | May 1984 | New York Hilton | Franchise | Rockville | New York | United States |
| <input checked="" type="checkbox"/> | 929 | 15798 | New York Hilton Midtown | 98 | Jul 1969 | New York Hilton | Franchise | Rockville | New York | United States |

Solution

XB Software's developers have created a comprehensive hotel management system that allows representing data on hotels performance in an easy-to-read way. Our deep expertise in data management and visualization software development allowed us to create a user-friendly and efficient app. This system provides monthly reports that benchmark the business operations of a given hotel against its competitive aggregate and other companies on the local market. You can compare the F&B performance of your hotel to the aggregate performance of your chosen competitive set. Our performance management system provides a visual representation of KPIs related to Catering & Banquets, Food & Beverage, and In-dining Room.

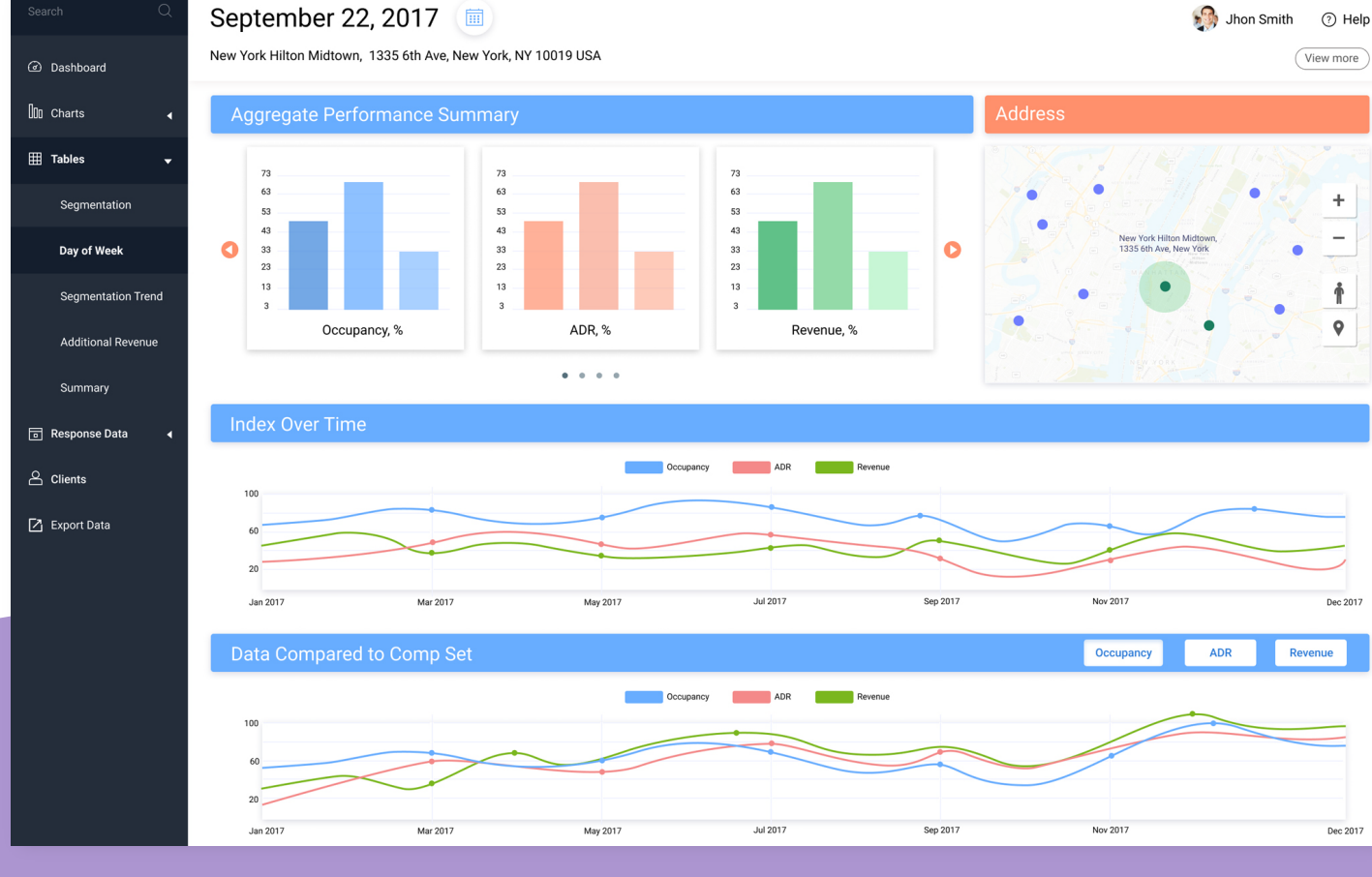
All important info used by our performance management system is completely secured and available only to data providers. We made our best to ensure that individual proprietary information is never shared with any third parties.

F&B Survey is a part of our system that allows hotel management to simplify the monitoring of Food & Beverage performance. It allows creating visual reports on:

- Catering and banquets revenue per square foot/meter
- Venue revenue per seat
- In-Room dining revenue per room
- Total Food and Beverage revenue per room

Using this monitoring and management system, you can compare your performance against the local market. You can track how your performance changes from year to year thanks to 18 month of historical data available. A year-to-year comparison will help to define if your management strategy is right or not. Also, monthly reports can be exported in Excel format.

To create a neat and intuitive user interface, we used the Webix JavaScript library. Highcharts, a library of interactive JavaScript charts, was used for data visualization. For the back end part of our system, we used Node.js.



Duration

1,5+ years

Estimated man-hours

6 500+

Applied Technologies



Our Role in Client's Success

Our experience in developing such apps as an online hotel reservation system allowed us to create a comprehensive web-based hotel performance management application. Users can review KPIs represented as a set of charts and compare them with other hotels.

Our solution allows managers to:

- Review performance indicators compared to the aggregated performance of a competitive set defined by a user
- Select additional competitive sets
- Display KPIs related to a particular category: F&B, Catering & Banquets, etc.
- Review year-on-year percentage change and index
- Benchmark performance against the local market
- Export reports in Excel

Customer

A company from the US with substantial experience in global data benchmarking, analytics and marketplace insights.

Thanks for watching!

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