GoodData

Analytics to Unleash Hotel Performance
For Large Hotel & Casino Brands

GoodData enables large hotel and casino chains to distribute valuable analytics with individual brand owners, hotel operators and suppliers in order to increase bookings and customer loyalty, maximize the ROI of corporate programs for hotel operators and improve sustainability across all properties.

Increase Bookings & Customer Loyalty

GoodData enables you to consolidate data from all business systems and properties to provide valuable analytics back to every hotel operator in order to improve their individual businesses.

- Standardized "scorecards" streamline brand-wide reporting on reservation and loyalty KPIs
- Correlate customer satisfaction and loyalty to guest demographics, property management operations and available amenities of similar locations in order to improve location-specific guest experience

Maximize ROI of Corporate Programs

Individual hotel operators can benefit greatly from participating in the promotional programs that corporate brands put together, but the ROI is not always clear for the property owners.

- Increased visibility into the forecasted impact of corporate-created campaigns based on location-specific guest demographics and preferences to increase adoption from individual operators
- Pre-packaged analytics and reports guide the implementation of new initiatives and give the individual hotel owners higher confidence in the success of their execution

Improve Overall Efficiency of Operations

The environmental responsibility of hotels, casinos and resorts is an increasing concern within the industry, and an emerging requirement from guests.

- Visibility into the operational performance across all hotel locations empowers corporate brands to identify the key areas of improvement to track across all subsidiary brands
- Benchmarking critical waste and sustainability KPIs across all hotel locations enables each property manager to take ownership of reducing their carbon footprint

Unmatched Scale and Time-to-Market

Accelerate your success with the proven go-to-market expertise of the GoodData team. With enterprise security, scalability, and 99.5% SLAs, GoodData gives you the confidence to get to market in weeks, not months or years.

- GoodData's business architects conduct deep dive go-to-market session with business network owners to build the best product, pricing and packaging
- Award winning support, services and account management teams ensure ongoing product innovation and success
- Technical implementation teams help you get your MVP to market quickly and iterate regularly
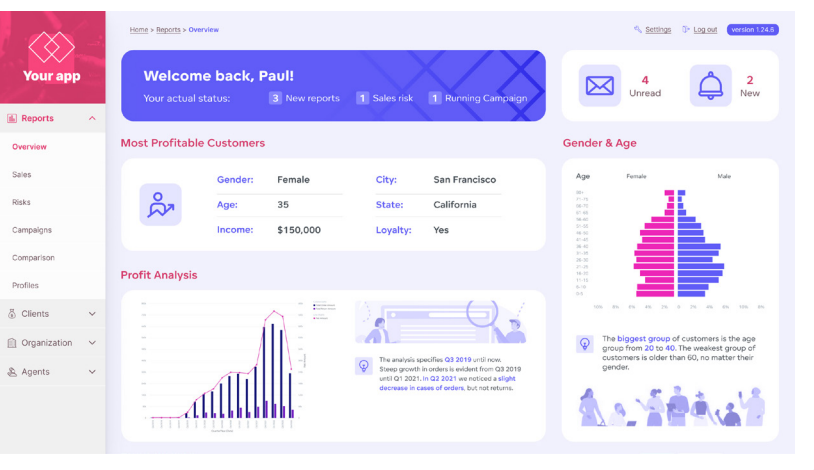
Leader

in 2015 Gartner Magic Quadrant for OEM BI,and 2015 Forrester Cloud BI & Analytics Agile Business Intelligence Wave

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weeks average time to market

About GoodData

Want to learn more about how GoodData can enable your business growth via analytics?

Schedule a demo

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The GoodData advantage

Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on premises)