Saama Transforms Revenue Management Process
for Large Hospitality Company

Challenge

A large, global hospitality company responsible for overseeing more than 70 branded hotels, such as Marriott, Hyatt and Hilton, was struggling with an outdated, manual process for managing their revenue. The technology limitations of their revenue management solution included manual data entry and static two-dimensional reports. Utilizing a cumbersome and lengthy spreadsheet for revenue management made it difficult for the company to establish predictable pricing, accurate forecasting and streamlined operations of the hotels.

The business needed to scale revenue management to support an increasing number of hotels. In addition, they needed to make decisions based on up-to-date and complete data.
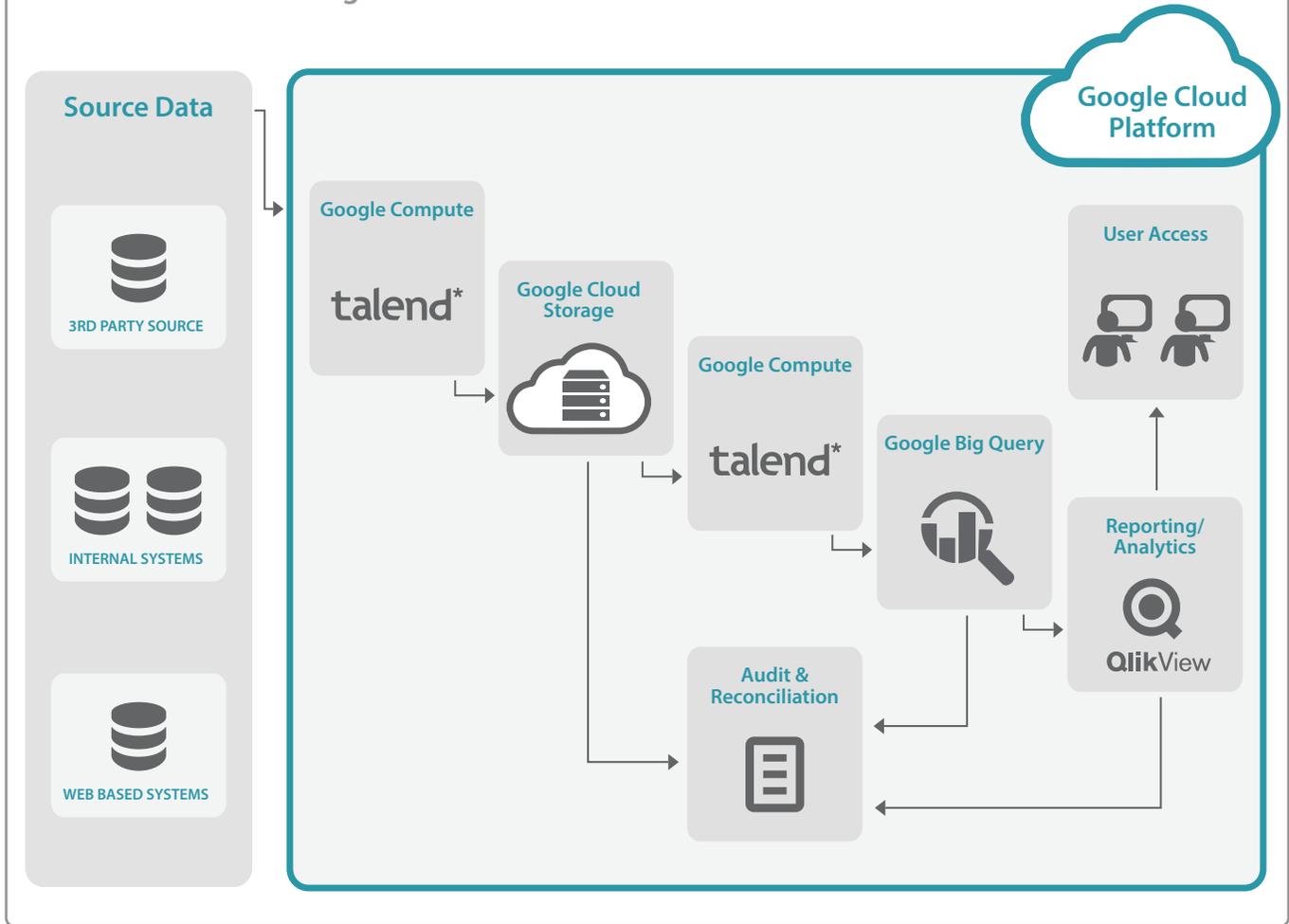
Objectives

The company sought to:

• Automate data collection and report / dashboard generation
• Improve data collection to daily updates
• Innovate reporting and dashboards
• Integrate new data sources (over 40 total)
• Enable self-service analytics
• Change the way the business is run

Outcome

The solution architecture included the use of:

• Google Compute Engine
• Google BigQuery
• Talend ETL
• QlikView

Saama Revenue Management Solution Architecture

Source Data
- 3RD PARTY SOURCE
- INTERNAL SYSTEMS
- WEB BASED SYSTEMS

Google Cloud Platform
- Google Compute — talend*
- Google Cloud Storage
- Google Compute — talend*
- Google Big Query
- Audit & Reconciliation
- Reporting/Analytics — QlikView
- User Access

Why Saama?

The customer chose to work with Saama for this project due to the fact that significant trust had been built between them. Saama also offered an innovative implementation approach that ensured delivery of the final solution with six months, compared to the typical 11 months with competitors. Additionally, Saama offered a technically superior team, ongoing development, support and maintenance of the developed solution, and competitive pricing.

Why Google?

Google's cloud-based technology was selected due to its scalability and high performance focus. Offering excellent sales and technology support, the Google solution also provided a significant price advantage over an on premises solution. The customer had also previously realized success with Google Docs and as a result, trusted Google's product and their team.

Results

Saama built a scalable Revenue Management solution with an underlying data warehouse based on Google Cloud technology. The solution transformed revenue management processes for 70 or more hotels and included dynamic, demand-based and tiered pricing, customer segmentation, and innovative reporting and dashboards for superior operations and forecasting.