

# Supporting Operational Activities through Business Intelligence

## The Client

Best Western International Inc. is THE WORLD'S BIGGEST HOTEL FAMILY<sup>SM</sup> with 4,000 independently owned and operated hotels. Based in Phoenix, Arizona, Best Western employs 1,190 people and offers more than 308,692 quality guest rooms located in 90 countries and territories throughout the world.

## The MSS Advantage

**By building relationships with key stakeholders**, within the client's organization, MSS was able to understand the critical issues and develop solutions that worked for all parties involved.

**By doing whatever it takes** and drawing on our extensive technical knowledge and business expertise, MSS was able to present an effective solution to the client.

## The Result

Once MSS was able to implement Cognos 8.4 and design the framework for the new executive dashboards Best Western end users were able to:

Monitor performance using scorecards

Create access scorecards, navigate metrics and metrics types

Create customizable reports by location and trends using real time data

Customize the metric studio environment to make it easier to monitor performance

## The Challenges

Best Western wanted to replace the manual process that was performed each month to report on key reservation metrics. The company needed to provide end users along with their executives with the most current information and capabilities, while allowing the users to create their own ad-hoc content.

## The Project

Best Western engaged with MSS to implement Cognos 8.4 to develop their executive dashboards and to replace their manual process for generating reports on key reservation metrics. Cognos 8.4 provided Best Western with real-time reporting and analytics that will help Best Western to make quick, accurate, profitable, and guest-centric decisions. The new dashboards will also help executives to leverage information to better identify key marketing demographic groups.

The following products were implemented for the executive dashboard and customized reports:

- Analysis Studio
- Query Studio
- Report Studio
- IBM Cognos Administrator