Case Study:

From Cost & Time-Consuming Reporting to Collaborative Success Controlling

Fairmas

Efficient and transparent revenue and profitability planning

The Hotel Profile:

Hotel category: Luxury class,
Full Service

Number of rooms: 78

Hotel features: Restaurant, Bar,
Wellness,
Conference rooms

Individual Hotel / Management-led

Executive Summary

What was convincing was the easy access to valid performance indicators and the simple analysis due to the large variety of reports. It is effortless to get an overview of the current situation compared to the targeted goals with just a few clicks significantly strengthened managers' motivation to act independently and proactively. The effort for analysis and reporting was reduced to a minimum while increasing forecast accuracy.

Highlights / The Solution

Automated **consolidation** of all relevant hotel data in one **platform**

Revenue and cost planning based on the hotel's **P&L chart of accounts**

Wide range of **ready-to-use analysis** functions with flexible and adjustable depth of detail

Automated reporting with mailing function

The Challenge

- Lack of reliability of reporting due to limited human resources and absences (holidays, illness etc.)
- High risk of errors due to manual data transfer from many different hotel software systems.
- Lengthy and complicated communication procedures Due to parallel work processes and time-consuming reconciliation processes lead to high frictional losses and long reaction times.
- Time consuming work leads to an excessive workload for the heads of department, therefore deadlines for month end comments often cannot be met.
- Difficulties in producing timely target/actual comparisons and forecasts for each department and hotel segment due to the high complexity.
- High staffing levels to process and consolidate the information for the different management levels and stakeholders (hotel owners).
- Lack of time for further analysis.
- Heads of departments do not have easy access to their own KPIs for independent departmental management and cost control.

The Solution

- Introduction of a web-based financial planning software with automated data integration and flexible & easy adjustable integrated reporting.

- Insight into one's own key performance indicators for independent target/actual analysis and proactive control at departmental level.

Project Plan

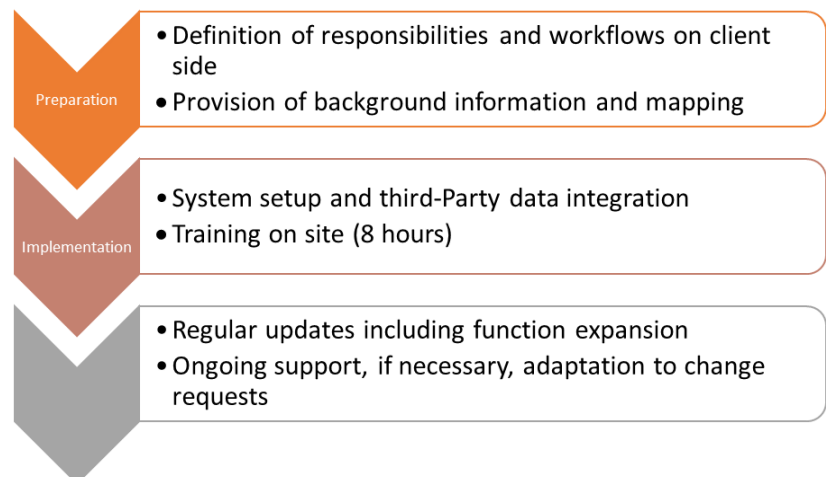**List of requirements / Briefing**

The priorities from the hotel owner's point of view - in addition to increasing efficiency and reducing expenses through digitalization and process optimization of data consolidation, processing and analysis is the transition to internationally recognized hotel standard. This includes the KPIs, statistics, and reporting format. The aim is to achieve comparability of performance evaluation within his investment portfolio.

In order to increase efficiency, a clear reporting and planning process should be introduced, including a transparent schedule and a centrally controlled access and rights management for the different operational and management levels.

Data security, data quality as well as access and input control must be ensured.

The amount of time required for revenue, cost planning and evaluation of target/actual deviations should be significantly reduced for all management levels/departments. Additional costs must not be incurred, a high quality of data and planning with daily updated revenue and cost figures is the goal of process optimization.

Hotel IT Infrastructure

Opera (PMS)

DATEV (Bookkeeping)

Cisbox (Document Management System/ Accounting)

Implementation of FairPlanner and PickupTracking in the existing IT environment

Preparation
- Definition of responsibilities and workflows on client side
- Provision of background information and mapping

Implementation
- System setup and third-Party data integration
- Training on site (8 hours)

- Regular updates including function expansion
- Ongoing support, if necessary, adaptation to change requests

The data consolidation from Opera, DATEV and Cisbox within FairPlanner is automated.

In the previous stage, the chart of accounts used for the calculation in FairPlanner was individually customized according to the hotel details, and the data mapping was conducted in coordination with the hotel departments (including accounting).

Data migration and data integration of the hotel data is done daily. FairPlanner is web-based, allowing simultaneous processing and remote access at any time. The mobile application from PickupTracking also provides quick access on the go.

Conclution / Benefit

Increased efficiency along the entire financial planning process

KPI-driven proactive

Hotel management

More planning security

Improving cooperation

Reduced reaction times

Results / Improvements

The automated data consolidation significantly reduced the time required for data provision and at the same time increased data quality by eliminating errors that are inevitable in manual procedures.

In addition to the improvement in the personnel expenses ratio, the financial planning process was significantly shortened. The process optimization also brought a noticeable reduction in employee workload.

At the departmental level, a stronger sense of personal responsibility is clearly noticeable. The use of FairPlanner for the daily overview and success monitoring of the relevant hotel key figures has been part of the daily routine of the managers since its introduction.

The high transparency of the planning and controlling process has improved communication between departments. Corresponding meetings are perceived as more efficient and target oriented.