

# Oracle Financial and Operational Analytics:

## Have It Your Way!

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**Destination Hotels & Resorts**

# Presentation Agenda

- Overview of Destination Hotels & Resorts
- Challenges
- Requirements
- Product Selection
- Solution
- Where we are today?
- Benefits
- Report Examples / Demo
- Questions & Answers

# Destination Hotels & Resorts

- DH&R, founded in 1972, has grown to be the fifth largest independent hospitality management company in the United States
  - 6,500+ employees
  - 7,000+ guest rooms
  - \$1.7 billion+ in assets under management
- DH&R is a wholly owned subsidiary of Lowe Enterprises, a 35 year old privately held property management / real estate development firm based in Los Angeles
- LE / DH&R implemented Oracle E-Business Suite in April, 2006

# DH&R Owned and Managed Properties

Destination Resorts Hawaii (Condo units)	Maui, HI	960
Destination Resorts Snowmass (Condo units)	Snowmass, CO	210
Destination Resorts Vail (Condo units)	Vail, CO	111
The Driskill Hotel	Austin, TX	189
Embassy Suites Hotel at the Chevy Chase Pavilion	Washington, DC	198
Estancia La Jolla Hotel & Spa	La Jolla, CA	210
The Gant (Condo Hotel 1,2,3,4 bedroom units)	Aspen, CO	143
Hamilton Park Hotel & Conference Center	Florham Park, NJ	219
Hilton Washington Hotel	Washington, DC	1119
Hotel ICON	Houston, TX	135
Inn & Spa at Loretto	Santa Fe, NM	134
The Inn at Suncadia	Cle Elum, WA	14
InterContinental Tampa Hotel	Tampa, FL	346
The Inverness Hotel & Conference Center	Englewood, CO	302
L'Auberge Del Mar Resort and Spa	Del Mar, CA	120
Miramonte Resort & Spa	Indian Wells, CA	215
Mountain Lodge at Telluride	Telluride, CO	140
Resort at Squaw Creek	Olympic Valley, CA	403
Royal Palms Resort and Spa	Phoenix, AZ	119
Sheraton Universal Hotel	Universal City, CA	436
The Shores Resort & Spa	Daytona Beach, FL	212
Skamania Lodge	Stevenson, WA	254
The Stonebridge Inn	Snowmass, CO	92
Sunriver Resort	Sunriver, OR	238
Tarrytown House Estate & Conference Center	Tarrytown, NY	209
Tempe Mission Palms Hotel & Conference Center	Phoenix, AZ	303
Vail Cascade Resort & Spa	Vail, CO	292
Wild Dunes Resort - Boardwalk Inn	Isle of Palm, SC	454
<b>TOTAL</b>		<b>7777</b>

# Destination Hotels & Resorts

(continued)

- 325+ Oracle professional users
- IT resources are lean and mean
  - 1 – Oracle Developer
  - 1 – DBA
  - 2 – Oracle Support staff (1 Finance, 1 HR)
- DH&R captures both financial and related statistical data in the General Ledger by day using the Journal Effective Date field
- Day level reporting and analysis is standard in the hospitality industry
- We tried to avoid developing a separate BI / Data Warehouse solution that would be complex and costly to develop and maintain

# Challenges

- Financial & Operational report development lifecycle was very time & resource intensive using “out of the box” tools
- IT resources were too heavily involved in the reporting process
- Business users were still using MS Excel to format final report presentations
- None of the “out of the box” tools were simple enough for business users to use for ad-hoc reporting
- Hospitality industry reporting is at the “day-level” for many of its operational reports (Actual, Forecast, Budget) and none of the “out of the box” tools reported to the day level
- Finance & Accounting business users were clamoring for a easy to use, ad-hoc reporting tool

# Requirements

- Ease of use for business users (function / speed)
- MS Excel like front end for financial users who already have this expertise
- Ability to query or create reports by financial users with no assistance from IT
- Ability to query General Ledger balance data (at a minimum) and transactional data
- Ability to query or create reports using business terminology / metrics by financial users
- Ability to access non Oracle data bases such as ADP Payforce, ADP Timesaver, PAR/Springer-Miller, Spa Soft, Yardi, FAS, etc.
- Ability to integrate non-Oracle and Oracle data in a single report
- Ability to query from additional Oracle datasets (i.e. FA, AP, AR, CM, etc...)
- Ability to query General Ledger transactional data real-time
- Ability to drilldown

# Requirements (continued)

- Able to connect to Oracle data source
- Centralized installation as opposed to client installation
- Ability to support over 100+ concurrent users
- Ability to use the tool from locations across the country
- Low level of effort to manage and administer
- Minimal I.T. resource time to deploy and support
- Ability to leverage Oracle security profiles
- Company stability (profitability, years in business, financial backing)



# Product Selection

- Project Team Makeup
  - Project Manager
  - DBA
  - 10 Financial Business Users (Regional Controllers, Controllers, BA's)
- Demo, Analysis and Ratings on the following applications:
  - Oracle (Siebel Analytics)
  - F9
  - GL Wand
  - Noetix
  - In-House Solution (Data Analysis Reporting Tool)
- None of the above applications met ALL of our requirements
- One application rated much higher than the others with our team

# Solution

- We chose GL Wand for the following reasons:
  - Ease of use for our financial users & business analysts rated much higher than the other proposed applications
  - Ability to query General Ledger data to the transaction level (drill down) in real-time
  - **We were able to demo, test and develop reports within the demo environment against one of our non-production instances**
  - Installation / setup of the demo environment took roughly 1 hour of our DBA's time, most of which was spent reading installation material and double checking the impact
  - Small footprint on the client which amounts to an Excel Add-In
  - Low level of effort to administer, deploy and support
  - GL Wand leverages Oracle security profiles
  - Impressed with the Excel4Apps team and their attention to understanding our business requirements
  - **During the demo and analysis phase, prior to signing a contract, Excel4Apps partnered with us to develop a “Day-Level” query for both Approved and/or Posted journals. Time to develop and test the custom enhancement was roughly 3 days!**
  - Zero IT resources required to develop & maintain reports!

# Where are we today?

- Installed GL Wand in March 2007
- Server side application installation was done by our DBA
- Training for roughly 75 users nationwide was done by our Project Manager
  - Three 2 hour web-training sessions were held via MS Live Meeting
  - At the end of each session, attendees were sent an installation file and instructions
  - Users completed the installation and were querying for data within 10 minutes of their training session with no assistance from IT
- Currently 95+ financial and business analysts using GL Wand
- GL Wand is used primarily for ad-hoc property & portfolio reporting
  - Controllers & Business Analysts create and run their own reports
  - Finance associates create and run their own schedules
  - Regional Controllers access their portfolio data via GL Wand
- GL Wand is not used for standardized financial reporting yet
- Our custom enhancement, “Day-Level” query, was rolled into the latest release (version 3.52.0)

# Benefits

- Ad-hoc reporting and analysis is quick and easy
- Time to develop, test and roll-out more robust reports, schedules, or scorecards can be quantified in minutes or hours and not days, weeks or even months!
- IT no longer involved in one-off report queries for obscure summary or detail data from the General Ledger
- Flexible & efficient report distribution methods
- Business Analysts have finally moved away from being full-time wizards at data queries, consolidation, manipulation and presentation formatting, to concentrating on actual business and data analysis!
- GL Wand has given our finance users the freedom to think outside the box and be more innovative with business performance metrics!

# Report Examples / Demo

# Questions & Answers