

# NextGen Business Intelligence ‘Humanizes’ Technology, Information Delivery

## **Execuvue’s New Cognos BI 8.3 Business Intelligence Capabilities Enable Customized Information Delivery for Faster Decisions and Greater Profitability**

June 13, 2008 – There’s a fine line between having the right information you need to make hotel budgets and solid business decisions, and being confronted by so much data that it paralyzes thinking. For numbers-driven hotel companies, information should be king. But today it is too often the opposite, arriving as a stack of spreadsheets that managers must carefully review and analyze to see how their organization is performing—or was a week or more ago.

Business Intelligence (BI) applications solved this problem and are now widely used throughout the hospitality industry. A true BI system consolidates information from financial and non-financial sources such as multiple property management systems and financial planning software, Smith Travel Research (STR), guest satisfaction scoring, payroll and other systems and delivers an analysis that enables users to identify the reasons behind the numbers that affect how their hotel management business is performing. Today, over 20 hotel management companies and ownership groups with over 2,500 total properties use Aptech’s BI solutions to automate, analyze and deliver forecasting and performance information.

To make business intelligence data more accessible and the systems easier to use, hospitality BI leader Aptech Computer Systems, which utilizes the Cognos database engine, is rolling out a new version of its Execuvue® Business Intelligence System based on the latest Cognos 8.3 technology that provides a much wider scope of data delivery options and formats. The new Execuvue BI platform ‘humanizes hotel software’ by making the system easier to use and enables a hotel company to customize its BI information output so each manager sees the data they need in the delivery format they can use best for faster and more profitable decisions.

“In the past year, Cognos has expanded its reporting options, delivery flexibility and dashboarding functionality,” said Jill Wilder, vice president of Aptech Computer Systems. Execuvue utilizes the newest Cognos technology to enable users to customize information delivery for Blackberry, email, or dashboards so each stakeholder sees one version of the truth in a format suited to their individual needs. New information delivery options are based on Aptech’s years of experience in the hotel industry. “We understand that corporate asset managers, investors, property GMs, revenue directors and regional controllers all want specific information delivered at different times in different formats. The new Execuvue version has the flexibility to enable this.”



**Roll-based information delivery**

Aptech’s knowledge of industry requirements and its mastery of Cognos’ new technology are the keys to Execuvue’s latest BI innovations. “Roll-based” delivery is at the heart of Execuvue’s new customized reporting options. Roll-base delivery customization makes it possible for investors, executives, managers and staff to receive Execuvue’s BI analysis when and how they want it. Flexible delivery options take into account that each company has its own policies and has the ability to adapt to nearly any variety of delivery requirements. For example:

- Property GMs – Can elect to receive audited performance data and labor numbers once each day
- Regional controllers – May have a customized daily flash reports emailed first thing each morning
- Revenue managers – Can get STR comp set and property performance data weekly
- Investors – May opt to receive property or entity performance every morning on their Blackberry
- Asset managers – Can have property-group flash, labor data and P/L output delivered in the form of a color coded dashboard daily

With customized roll-based reporting, each person on the team can request the data they choose to receive, its frequency and even the delivery method. While emailed reports are commonly used to distribute BI information products today, managers now have the option to begin their day with a color coded dashboard on their desktop that displays green, yellow, and red performance indicators for rapid response to the day’s business changes. Performance data may also now be formatted and sent to Blackberry users for faster response to business dynamics while executives are traveling.

## **Hospitality experience and solid technology drives innovation**

Aptech's knowledge of hospitality industry requirements and its partnership with Cognos provide a powerful combination for any hotel company. Getting the right information to the right people at the right time in a format they can relate to is the strength the combined solution the new BI solution offers hotel companies.

Aptech will debut its newest version of Execuvue at the HITEC 2008 conference in Austin June 16 - 19. Execuvue provides hotel operators with top to bottom performance information so they can identify and analyze trends and leverage each business cycle. The result is faster, better decisions based on current, accurate information.

### **Already delivering results**

Execuvue is already delivering results for many of the largest and most successful hotel companies in the world, including LQ LLC., Extended Stay Hotels, Starwood Hotels and Resorts, Innkeepers Hospitality, Ashford Hospitality Trust, Peabody Hotel Group and others.



### **About Aptech Computer Systems**

Aptech Computer Systems, Inc., based in Pittsburgh, Pennsylvania, leads the hospitality industry in leveraging change by valuing human relationships and applying technology to solve business problems for people.

Incorporated in 1970, Aptech is a financial and operations technology solutions and service company whose products include state-of-the-art back office, business intelligence and enterprise planning products: Profitvue®, Execuvue®, Webvue® and Targetvue. Over 2,500 properties, including very large chains, multiple-property management companies and single-site hotels, utilize Aptech solutions to understand their financial and operational data. By offering the hotel industry a solid resource of hospitality professionals, and through its proven ability to evolve technology offerings as the market dictates, Aptech is proud to have earned 100% customer loyalty. Execuvue and Profitvue are registered trademarks and MyExecuvue® is registered to Aptech Computer Systems, Inc. All other trademarks are owned by their respective holders.