Executvue®

Hospitality Business Intelligence

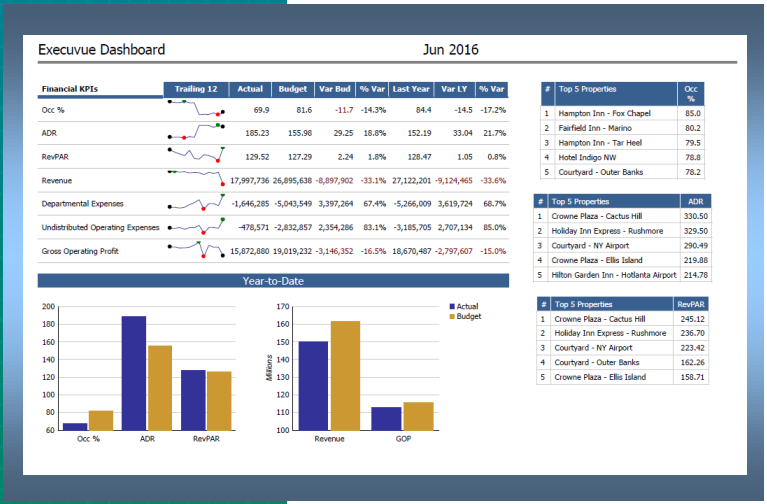
- **Enterprise Reporting**
- **Drill Down Analysis**
- **Executive Dashboards**
- **Property Consolidation**
- **Data Integration**
- **Web-Based**

Executvue Business Intelligence… the power to make more profitable decisions.

Executvue is a web-based hospitality business intelligence application for large and small hotel companies that gathers and coordinates data from a wide variety of corporate systems, including Smith Travel Research, into accessible, easily understood information with familiar browser commands. Executvue gives hotel executives the power to make better decisions daily by providing fast and easy access to key operating information.

Strengthen your Decision Process

Executvue provides instant, flexible access to most sources of property and corporate data. It quickly integrates, organizes, and consolidates large amounts of raw data into useful reports and performance dashboards that facilitate better business decisions.



User Configurable Executvue Dashboard

Executvue can also graphically compare your latest performance against your closest competitors using Smith Travel Research Data.

RevPAR, labor, energy, and other costs can change rapidly and demand quick response before they impact the bottom line.

Web-based Technology

Executvue is Web-based so you are free to focus on your business, not technology. Whether you are located at corporate headquarters or work remotely using a PC, laptop or BlackBerry, Executvue can send and receive the operating information you need to make the rapid business decisions that count.

Executvue users perform complex analysis with ease to get to the *"why"* behind the data or actions to uncover trends and operational *"hotspots"* to improve performance and keep their businesses ahead of the industry.

With Executvue, you can analyze what drives your business by analyzing property data organized in logical categories – such as fiscal periods, brands, and geographical regions.

Executvue eliminates most re-keying by quickly attaching to and, on demand, organizing any desired combination of operational, accounting, quality control and industry data for bottom line brilliance.

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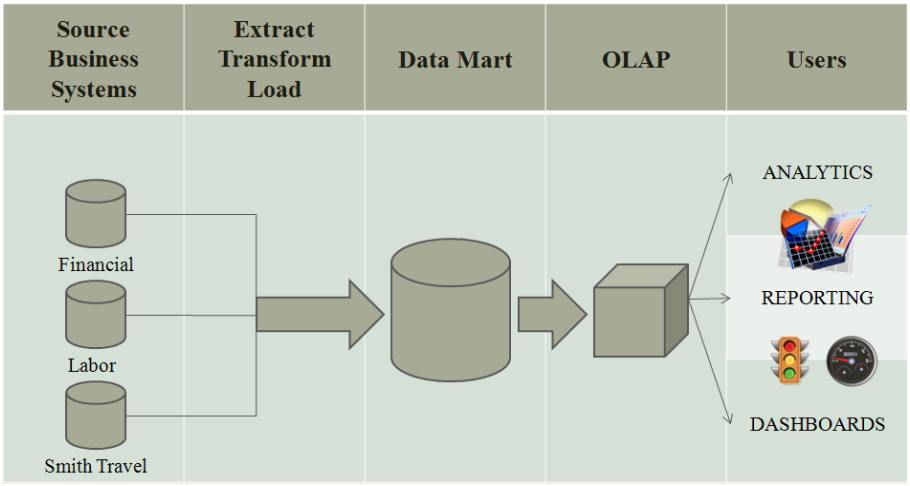
Execuvue: A Complete BI Solution

A complete solution needs to incorporate not only the analysis and reporting of data, but more importantly collecting and storing the data. Aptech's Execuvue solution is a complete end-to-end solution that delivers the following:

Data Collection: Aptech creates the process to extract, translate, and load (ETL) data from the identified data sources and populate a robust data mart**.**

Data Storage: Aptech delivers a specific, subject oriented data mart for storage of the data collected in the ETL process. The data mart is organized as a star-schema made of a fact table and multiple dimension tables.

Multi-dimensional Cubes: Aptech delivers a pre-defined number of multi-dimensional, or OLAP (online analytical processing), cubes. A cube is a way to quickly provide answers to analytical queries that are dimensional in nature. This is a key component in the BI deployment and allows for complex analytical and ad-hoc analysis with a rapid execution time.

Business Intelligence & Planning Deployment

Example: