



Fortune 200 Hospitality Company Drives One View of the Customer with BI

Business Challenge

This Worldwide Hotel company embarked on a BI initiative to consolidate their existing disparate technologies and build an Enterprise Data Warehouse (EDW). Their existing systems were comprised of Divisional/Departmental Data Warehouses and Data Marts on a wide range of technology platforms including Oracle, DB2, UDB, and SQL Server. The objectives of the Enterprise Data Warehouse initiative were to reduce existing infrastructure cost and provide data access and information insight across the enterprise that had not been seen before.

"Thank you for the outstanding level of support you've given us. You and your team are world class"

- Director, Enterprise Architecture

Solution

In order to optimize their BI strategy, the client brought in Brightlight Consulting to bring real world implementation and BI/DW best practice experience to their team. In addition to the EDW expertise, Brightlight had the skill set and experience to help the client look across all their data repositories in reservations, rewards vacation clubs, etc. and be able to pull consolidated customer information across all division of the corporation.

At the heart of this solution was the Netezza Performance Server, leveraging Informatica and Brightlight's custom Netezza ELT Workbench for data integration, and Cognos, MicroStrategy, SAS, and UNICA as the suite of reporting and analytical tools.

Outcome

The implementation of the first projects on the Enterprise Data Warehouse were heralded across the company as a significant success. The production EDW is driving core revenue reporting, customer analysis and campaign management. Cross-functional ad hoc queries that were not possible before are performed in seconds. Business areas are literally lining up to direct their reporting to the EDW including project cost, enterprise time reporting, integrated sales goal reporting, catering and event sales, and enterprise call centers. Common dimensions for properties, customers, and business accounts are unifying subject areas. The end result is reduced IT costs, a single version of the truth for reporting, speed of development, and a deeper understanding of customer relationships reflected in data.

Brightlight played a significant role in the design and Architecture of the BI solution at this client, including providing the lead architect for the entire solution.

Business Intelligence Services

Brightlight Consulting is a Business Intelligence and Data Warehousing consultancy dedicated to helping our clients get exactly the **right information - to the right people - at the right time**, to empower decision-making that will significantly improve profitability, cost efficiency and competitive advantage. Brightlight brings deep technical knowledge of all the latest BI tools, but our experience tells us Business Intelligence technology is only as effective as the strategy it fulfills and the people it enables.

Brightlight Consulting's success is based on the belief that building a consulting firm exclusively focused on Business Intelligence Services will attract a community of deeply experienced consultants with a passion for Business Intelligence and Data Warehousing. In turn, we are able to bring our clients a depth and breadth of capability and a commitment to deliver with uncompromising dedication to quality and integrity.

Brightlight's portfolio of Business Intelligence Services can help you build an information strategy to monitor your KPI's, architect and design your BI or DW solution, and develop a solution using the most cost effective technology available. We can then deploy the solution making sure improved business processes are enabled along the way.

Brightlight is able to deliver a full lifecycle solution, or you may utilize our expertise for a focused portion of your project that will benefit most from our experience. If any of the following service offerings can be useful to your business, we would be happy to discuss your project or business need.



BRIGHTLIGHT
CONSULTING

425-458-5855

info@brightlightconsulting.com

7901 168th Ave NE, Suite 103, Redmond, WA 98052

www.brightlightconsulting.com