

Maestro Analytics

The ability to act faster and more effectively than the competition can be the defining advantage in today's marketplace and the means for successfully managing customer relationships in the long run.

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Hotel organizations that are the most successful at collecting, evaluating and applying information will consistently be the leaders in their industry.

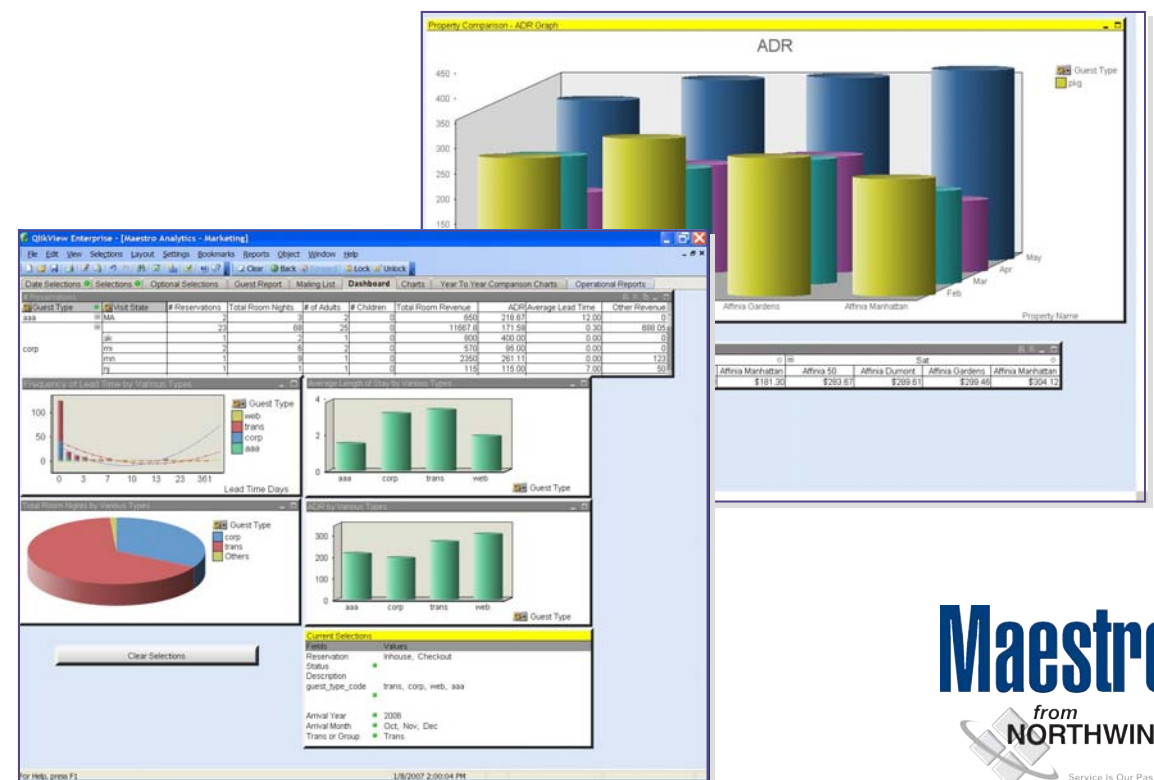
Managing your company's performance effectively requires:

- ⇒ Strategies and plans to drive performance.
- ⇒ Monitoring the progress of what matters.
- ⇒ Understanding the "Why" behind performance

Maestro offers a fully integrated Business Intelligence Module, Maestro Analytics to support all of these requirements.

Maestro Analytics takes the volume of data your organization collects and stores, and turns it into meaningful information that management and staff can use in their day-to-day activities. With information in accessible reports and analysis, you can make better and timelier business decisions. You now have the means to understand the "Why" behind your business performance.

Anyone at any business or technical skill level across your organization can explore the Maestro data table using the Maestro Analytics tool and access large volumes of summarized data with sub-second response times. Maestro's comprehensive reporting capabilities are suitable for real-time dashboards, ad-hoc queries and export to excel. Maestro's rich graphical formatting enables the creation of dynamic and high-impact reports and dashboards.



20+ INTEGRATED MODULES ON A SINGLE DATABASE

- ◆ Front Office (PMS)
- ◆ Sales & Catering
- ◆ Yield Management
- ◆ 2-Way GDS Integration
- ◆ Real-Time Web Booking Engine
- ◆ Multi-Property Management
- ◆ Condo & Timeshare
- ◆ Retail & Fine Dining POS
- ◆ Table Reservation
- ◆ Analytics & BI
- ◆ Spa & Activities
- ◆ Central Reservations
- ◆ Work Order
- ◆ CRM
- ◆ Gift Card & Loyalty
- ◆ Membership
- ◆ Concierge
- ◆ Housekeeping
- ◆ Golf Management
- ◆ Guest Experience Measurement
- ◆ eMarketing

Visit our website for a full list of modules and more information

www.maestropms.com

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The screenshot displays a complex web-based interface for data selection. At the top, there are tabs for 'Arrival Year' (2002-2007) and 'Arrival Month' (Jan-Dec). Below this are several filter panels:

- Guest Geographic Location:** Country, State/Province, City, Zip/Postal.
- Client Type:** alum, bus, comp, corp, faculty, fit, holiday, house, owner, pkg, social, trans, travel, wed, zzzzzzz.
- Booking Ending Week:** 2003-11-30, 2004-01-18, 2004-07-18, 2004-08-08.
- Property Name:** Northwind Hotel & R, Lake Okanagan Res, Makaha Resort, etc.
- Source of Business:** ad, chamber, geac, group, internet, rpt, ta, whole.
- Sub-source of Business:** print, repeat, ta, visit, website, chamber, email, geac, group, inn, mailout, radio.
- Guest Type:** corp, group, owner, social, trans, walk, chamber, comp, deluxe.
- Transient vs. Group:** Group.
- Reservation Status:** Reservation, Inhouse, Checkout, Noshow, Cancelled.
- Room Type:** king, q, qq, rk, sg.
- Service Codes:** Golfing Tee Time Requested (golf), Late Checkout Request (lc), Parking needed (park), Very Repeat Guest (vr).
- Rate Type:** million, owner, rack, weekly, 63482, 65388, 66372, 3for3, 1367a, april, astar-el, b & b, bigsky4, brunch, chamber, chamimid, chamrwe, corp, ctccomm, dece.
- Client Category:** Companies, Groups, Individuals.

On the right side, there is a 'Total Spent per Guest' histogram with a green highlight on the '\$1000-\$5000' range. Below it are 'Clear Selections' and 'Current Selections' buttons. At the bottom, summary statistics are shown: 'Total Guests in Current Selection: 5', 'Total Reservations in Current Selection: 15', and 'Data Last Loaded: 03/22/2005 12:02:02 PM [v1.2.3]'.

