

Destination Hotels & Resorts Denver, Colorado

www.destinationhotels.com

Industry
Hospitality

Employees
6 500

**Excel4apps products
and services:**
GL Wand



“GL Wand has given our finance users the freedom to think outside the box and be more innovative with business performance metrics. 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!”

– Martin Stanton, Destination
Hotels & Resorts.



Background

Destination Hotels and Resorts (DH&R), founded in 1972, has grown to be the fifth largest independent hospitality management company in the United States. With a staff of over 6 500 and 7 000 plus guest rooms across the country, DH&R currently has \$1.7 billion in assets under new management. DH&R is a wholly-owned subsidiary of Lowe Enterprises (LE), 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. There are some 325 Oracle professional users in DH&R and the company operates with “lean and mean” IT resources (1 Oracle developer, 1 DBA and 2 Oracle support staff). 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 and DH&R has avoided developing a costly and complex separate BI/data warehouse solution.

Challenges

- Financial and operational report development lifecycle was very time and 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 and accounting business users were hungry for an easy-to-use, ad-hoc reporting tool.

Solution

- GL Wand’s ease of use for financial users and business analysts rated much higher than five other applications that were evaluated. It was installed in March 2007.
- GL Wand had the ability to query General Ledger data to the transaction level (drill down) in real-time and the DH&R team was able to demo, test and develop reports within the demo environment against one of its non-production instances.
- During the demo and analysis phase, prior to signing a contract, excel4apps partnered with DH&R to develop a “day-level” query for both approved and/or posted journals. Time to develop and test the custom enhancement was about three days.
- Server application installation done by client’s DBA and training for some 75 users nationwide was done by client’s project manager.
- Currently, more than 95 financial and business analysts use GL Wand.
- GL Wand is used primarily for ad-hoc property and portfolio reporting.
- Client’s 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.
- IT is no longer involved in one-off report queries for obscure summary or detail data for the General Ledger.
- Flexible and efficient report distribution methods.
- Business analysts now concentrate on actual business and data analysis.
- Finance users can now be more creative and innovative with business performance metrics.
- The ability to use all functionality within Oracle and Excel.