Optimizing growth drivers with a supportive data infrastructure in hospitality

Business objective
Commercial Performance
Process Optimization
Sector
Hospitality & Tourism

Context & objectives

A leader in Belgian hospitality had an aging IT infrastructure slowing down commercial and operational workflows. The management team knew it was time to leverage a cloud data management infrastructure and reap benefits like cost optimization, less maintenance, cutting-edge technology, and ease of development.

Following an initial data road mapping exercise to structure its approach to data development, the client, in collaboration with Agilytic, identified a series of initiatives. Based on their impact, feasibility, and adequacy, these initiatives were reviewed and prioritized with Objectives & Key Results (OKR) around data management as set out in the client's roadmap for the fiscal year.

With the mission to optimize existing growth drivers and identify new ones, we set out to help our client redesign data flows and products through concrete use cases.

Approach

We began with identifying short and long-term case studies with client stakeholder interviews. Then, we performed a market study to investigate the best cloud service provider suited to the client's needs. Once we

decided to move forward with Azure, we identified the ideal cloud infrastructure set-up, development, and iteration of the analytical stack.

To make sure the Azure infrastructure suited our client, we performed multiple environments integration (development/test/production), integrated code versioning tools (Azure DevOps), and deployed automation tools integration.

Finally, we created a data catalog with a defined lineage and data governance guidelines for more straightforward, independent, long-term management. To recap, we provided:

- An end-to-end process available in the Azure client space
- Documentation / Status / Market Study / Data Governance / PowerBI in a shared folder
- Databricks code the client can leverage at any time

Results

In less than three months of work, we built a robust and flexible analytical stack based on trusted cloud infrastructure:

- The end-to-end process takes less than 30 minutes and can run overnight (**compared to 8 hours on-premises servers previously**).
- This capability includes everything from **raw data to the refined and aggregated data displayed in PowerBI**.
- Business departments can access the **most up-to-date data** and they can quickly understand the meaning of data by referencing the data catalog.
- Developers will now be able to easily add features or adapt changes requested by business users, thanks to the **versatility** of the stack.

About Agilytic

Since 2015, Agilytic helps innovative leaders solve their biggest challenges through the smarter use of data. With over 150 successful projects to date, we have perfected a pragmatic approach to putting data at the service of business goals, be they commercial, operational, financial, or human. Reach out today for a quick introduction, we'd love to hear from you.