



OSI Digital Analytics Hospitality

A Modern Analytics Platform to Unlock Hospitality Intelligence

Hotels have modernized nearly everything except the way they see themselves. Property, reservation, point-of-sale, CRM and marketing systems each hold a piece of the picture, and none of them talk to each other. What you're left with is a reporting model that quietly taxes every decision the business makes.

- **Data stuck in silos:** Every executive report is a manual export and a merged spreadsheet, often sized to squeak under an email limit. The people best placed to drive revenue spend their weeks assembling data instead.
- **Rented, rigid reporting:** SaaS tools hand you fixed dashboards you can't change without a vendor ticket and a fee on a subscription that climbs every renewal. You rent access to your own numbers and never own the platform.
- **Answers that arrive too late:** By the time the numbers are validated, the decision's usually been made. And the questions that matter most, the non-standard ones, are exactly the ones the tool can't answer.
- **A foundation that can't support AI:** Forecasting, pricing and personalization all need clean, unified, governed data. Fragmented systems turn AI into a re-platforming project instead of a next step.
- **A buyer who's changed. :** Owners and asset managers now weigh an operator's data and AI maturity when they award and renew contracts. A weak reporting stack has quietly become a commercial liability.

Benefits:

- **Ownership:** The data, warehouse, and intellectual property are yours — eliminating vendor lock-in and ever-increasing subscription fees.
- **Speed to Insight:** Empower executives with self-service access to answers in minutes instead of waiting through multi-day manual reporting cycles.
- **Lower, Predictable Costs:** Replace escalating SaaS subscription fees with a stable, predictable operating model.
- **Higher Data Quality:** Automated validation and governance deliver trusted numbers that leadership and boards can rely on.
- **Revenue Optimization:** Gain visibility into pace, pickup, channel costs, and segment mix to improve pricing and distribution strategies.
- **Competitive Positioning:** Demonstrate a modern data and AI capability that strengthens your value proposition with owners and investors.



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The Solution

OSI Digital replaces rented, rigid reporting with a modern analytics platform where each client owns outright the data, the warehouse, and the intelligence built on top of it.

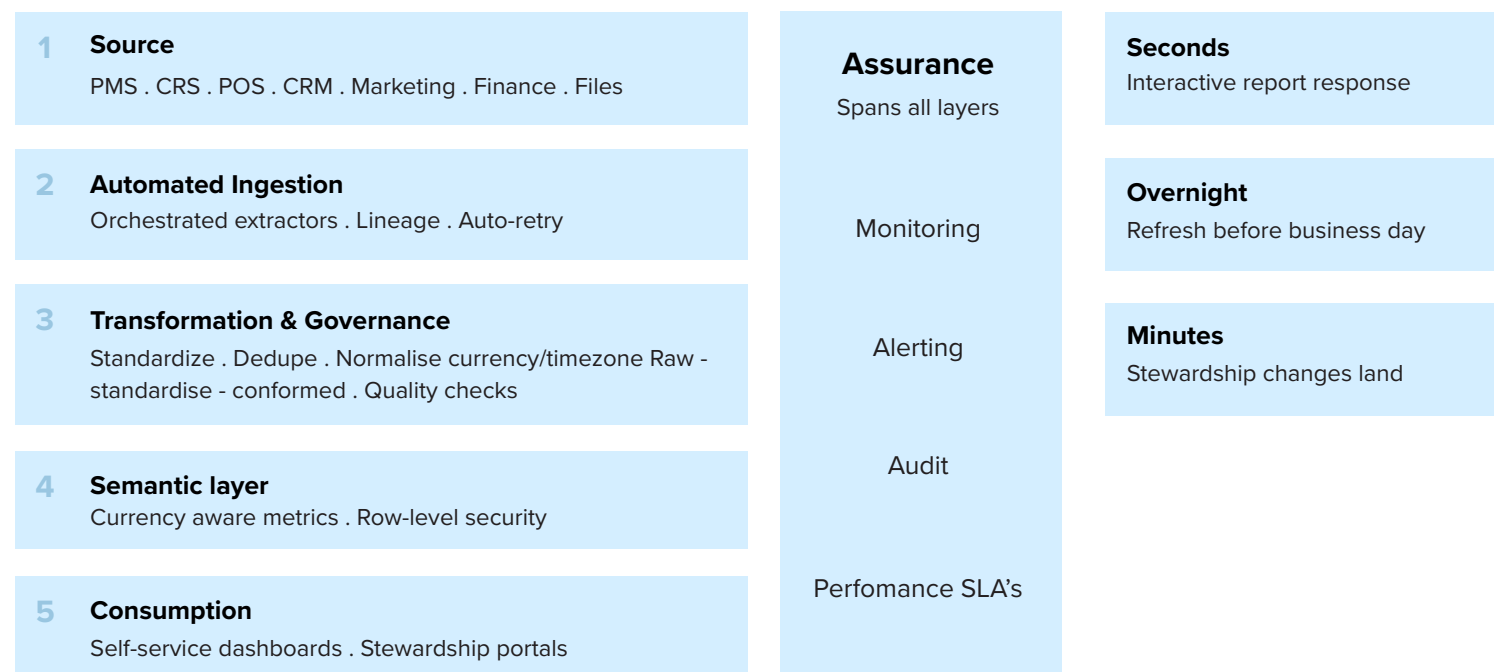
- > **One unified source of truth:** Every source system property, reservation, POS, CRM, marketing flows through automated, monitored pipelines into a single governed warehouse the client controls.
- > **Self-service executive dashboards:** Live, customizable reporting that leaders drive themselves. No vendor gatekeeping, no ticket queue. What took days becomes on-demand.
- > **A hospitality metric library, built in:** RevPAR, ADR, occupancy, RevPAR index, segment and channel mix, pace and pickup, guest lifetime value modeled to hotel logic from day one.
- > **Governed self-service stewardship:** Business-owned portals let teams manage property and market hierarchies, and account and agency groupings, without an engineering ticket — with approvals and full audit history.
- > **AI-ready by design:** With trusted, governed data and a modern analytics platform, organizations are positioned to adopt AI capabilities such as forecasting, recommendation engines, and intelligent automation with confidence.

Architecture at a Glance

A layered, governed, vendor-neutral reference architecture the specific technologies are swappable; the pattern is the point.

Layered Reference Architecture

Governed, vendor-neutral - data flows top to bottom; assurance spans every layer.





Sources land through scheduled, self-healing ingestion with full lineage. Data is standardized, deduplicated, and normalized for currency and timezone across raw, standardized and conformed layers, with quality checks on every load. A governed semantic layer keeps every dashboard doing the same math, with row-level security by property, region and department. Consumption is self-service dashboards plus business-owned stewardship portals and monitoring, alerting, audit and performance SLAs run underneath the whole thing. OSI is certified across leading cloud and BI platforms and builds for portability, so the client is never locked into one vendor's stack.

Business Outcomes

From a delivered engagement with a Global Luxury Hotel Group (50+ properties, ~20 countries, 30M+ records):

- › Reporting moved from days to on-demand.
- › Executive decisions improved on the back of dashboards people trusted.
- › Data quality rose through automated validation across every source.
- › Revenue and digital performance improved — from RevPAR and occupancy to booking conversion and return on ad spend.
- › The group came out owning the platform, and ready to extend it with AI.

The OSI Difference

- › **Proven Hospitality Experience:** We've delivered modern, owned analytics platforms for global hospitality organizations, helping operators move beyond fragmented reporting to unified, actionable intelligence.
- › **Built for Hospitality:** Our hospitality data models and metric libraries include industry-specific KPIs such as RevPAR, ADR, occupancy, pace, pickup, channel performance, and guest lifetime value — accelerating time to value from day one.
- › **Vendor-Neutral by Design:** We help clients take ownership of their data rather than creating another dependency. Our solutions are built on leading cloud, data, and analytics platforms with the flexibility to evolve as your business grows.
- › **Start Small, Scale Fast:** Our land-and-expand approach begins with a focused, fixed-fee assessment that delivers immediate value and a clear roadmap — without the risk or cost of a large-scale transformation project.
- › **More Than 30 Years of Delivery Excellence:** Founded in 1993, OSI Digital brings three decades of experience delivering enterprise technology solutions for organizations ranging from emerging businesses to Fortune 500 enterprises.

Take Advantage of Hospitality Intelligence, Owned

The journey to modern hospitality analytics doesn't need to start with a large transformation project. OSI Digital begins with a low-risk Reporting Audit that maps your current data landscape, reporting processes, and analytics gaps in as little as two to four weeks. You'll gain a clear understanding of the questions your existing tools can't answer, along with a practical roadmap and business case for moving forward. It's time to move beyond rented reporting and take ownership of your hospitality intelligence with OSI.

Let's Get Started

Schedule a Complimentary 2-Week Hospitality Reporting Assessment: *Identify reporting gaps, eliminate manual processes, and receive a practical roadmap with projected ROI.*





OSI Digital



About OSI Digital

OSI Digital, Inc., provides purpose-built business and technology solutions that optimize performance to enable data-driven outcomes for our customers. OSI accelerates digital transformation by offering integrated solutions that capture, secure, integrate, analyze, and optimize data. Our services include the design, development, and implementation of new solutions as well as the ongoing management, enhancement, and support of our customers' existing business systems.

OSI Digital was founded in 1993, in California and has since expanded to a global team of employees worldwide. We have offices in the US, Canada, India, Philippines, Dubai, Australia, Malaysia, UK and Ireland. Our main offshore delivery center of excellence is located at our state-of-the-art campus in Hyderabad, India, with additional locations in Chennai, Delhi, and Bangalore. For over 30 years and counting, we have supported a diverse portfolio of customers across various industries, including: Software & Business Services, Financial Services, Life Sciences & Healthcare, Manufacturing, Energy, Retail, Agriculture, and the Public Sector.

Our client base ranges from start-ups to Fortune 500 corporations, including: Hyundai AutoEver America, Hyundai Capital America, Moderna, Virgin Galactic, Uni Uni, Jones Logistics, Stanley, Skechers, US News & World Report, and World Oil.

OSI Digital has developed strong partner alliances with the world's leading technology providers such as Best Buy Business, Shift4, BigCommerce, Oracle NetSuite, Boomi, Salesforce, Tableau, Power BI, Databricks, Microsoft, Amazon Web Services, Snowflake, Workato and Celigo.

Contact Us

Website: osidigital.com

Email: info@osidigital.com

Call: 818.992.2700

Follow us: @OSI_Digital



www.osidigital.com | 818.992.2700