

# Hospitality 360



## Unified Analytics Platform Purpose-Built for the Hotel Industry

What if every property, system, and metric spoke the same language—instantly? Today, most hospitality organizations operate with fragmented data spread across PMS, CRS, RMS, CRM, and finance systems, relying on legacy tools and slow reporting cycles that lag behind the business. The result is hours lost reconciling rates, rooms, revenue, taxes, and currency, inconsistent KPIs across hotels, regions, and brands, and teams stitching together spreadsheets instead of acting on insights. These manual workflows and delayed refresh cycles limit real-time visibility, slow decision-making, and ultimately leave revenue opportunities and guest experience improvements on the table. Your data shouldn't slow your business down.

## One Platform. Every Insight. Built for Hospitality.

Our Hospitality Analytics Platform replaces fragmented reporting with a modern, unified analytics foundation that automates data ingestion, validation, modeling, and delivery of trusted metrics across your entire portfolio. With end-to-end automation from source systems to dashboards, pre-modeled hospitality KPIs such as ADR, RevPAR, Occupancy, Pace, Pickup, and Budget vs. Actual, and cloud scalability that enables rapid onboarding of new hotels, teams gain real-time visibility without manual effort. Self-service analytics empower business users while maintaining governance, supported by enterprise-grade security, access controls, and full auditability—so insights are faster, consistent, and decision-ready.

## Real-World Results

Representative outcomes from deployments (varies by client and scope):

97% reduction in manual reporting effort  
Teams get hours back daily.

3× faster ADR & occupancy insights  
Near real-time KPIs, always available.

60% cost savings vs legacy analytics tools  
Reduced licensing and tool sprawl.

96% improvement in data accuracy  
Fewer PMS / CRS / RMS reconciliation mismatches.



## Hospitality 360 vs. Traditional BI Platforms

Capability	Hospitality 360	Traditional BI Platforms
Hospitality KPIs	✓ Pre-Built	✗ Custom
Finance + Ops + Others	✓	Finance + Op
Governance	✓ Built-In	Limited
Time to Value	Weeks	Months
TCO (3 yrs)	Low	High

## Standardized KPIs Across Every Hospitality Function

Our KPI library includes standardized, governed metrics across core hospitality functions:

- > **Revenue Management:** ADR, RevPAR, Occupancy, Pickup, Pace, Channel Mix, LOS, Booking Window
  - > **Sales & Distribution:** Segment performance, production by account/agency, conversion funnels
  - > **Finance:** Budget vs Actual, Forecast variance, tax and fee rollups, multi-currency reporting
- > **Operations:** Stay patterns, day-of-week trends, property performance scorecards
  - > **Corporate:** Portfolio rollups, brand/regional comparisons, management views

## Global Experience That Delivers Results

Trusted by luxury resorts and global hotel groups across North America, Europe, the Middle East, and Asia-Pacific, our platform is built to reflect the real operational complexity of hospitality at scale—including fiscal calendars, multi-currency environments, tax variations, time zones, and diverse brand structures. Designed for global deployment, it ensures consistent, governed KPI definitions across every property, region, and brand, enabling reliable performance comparisons and confident decision-making worldwide.



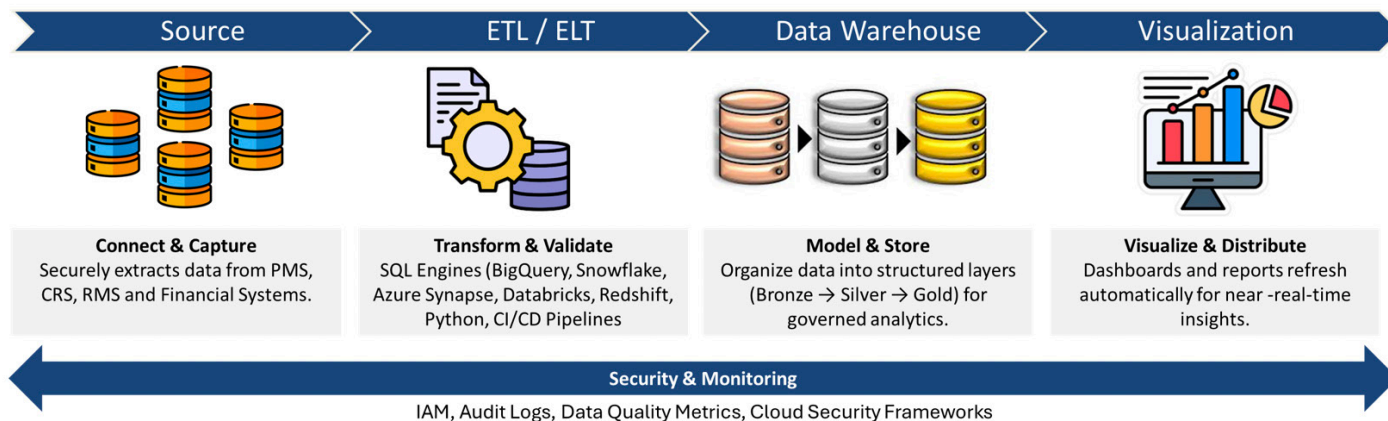
## Use Cases in Action

- › **Corporate:** Portfolio dashboards and performance scorecards
- › **Revenue:** Daily pickup, pace reporting, and demand signals
- › **Finance:** Budget & forecast variance, month-end readiness
- › **Operations:** Occupancy and stay pattern monitoring

## Architecture & Business Impact

The platform follows a modular, cloud-native pattern that adapts to your preferred technologies delivering scalability, performance, and future-proof innovation.

## Layered Architecture Overview



- › **Connect & Capture:** Seamless intake from PMS, CRS, RMS, CRM, and Finance
- › **Transform & Validate:** Standardized rules and data quality checks
- › **Model & Store:** Bronze to Silver to Gold layers for governed analytics
- › **Visualize & Distribute:** Automated refresh to dashboards and curated data products
- › **Empower & Act:** Self-service exploration for business teams with guardrails



## Value for Hospitality Leaders

Value Pillar	Tangible Impact
Unified Data	One source of truth; fewer spreadsheets and reconciliations
Real-Time KPIs	Live ADR and occupancy signals to support faster decisions
Efficiency Gains	Reduce reporting time and manual effort across teams
Scalability & Savings	Lower total cost of ownership; onboard new hotels in days
Governance & Security	Role-based access, audit trail, and standardized definitions
Empowered Teams	Self-serve analytics with consistent, trusted metrics

## Transform Hotel Performance

Hospitality IQ brings clarity, consistency, and speed to the data that runs your business—unifying systems, standardizing KPIs, and delivering real-time insight from property to portfolio. By replacing manual reporting and fragmented tools with a governed, hospitality-specific analytics foundation, teams move faster, act with confidence, and focus on what drives revenue and guest experience. If you’re ready to stop reconciling data and start leading with it, now is the time to modernize your analytics. Contact the experts at OSI Digital, to discover how Hospitality IQ can transform your reporting into a strategic advantage—schedule a demo or explore a pilot tailored to your portfolio.



Let’s Get Started

Contact our sales team at 818.992.2700 to learn more about our solutions







# 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 and the UK. 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, Chicken of the Sea, Beachbody, Stanley, Skechers, US News & World Report, World Oil and Kestra Medical Technologies. OSI Digital has developed strong partner alliances with the world's leading technology providers such as Oracle NetSuite, Boomi, Salesforce, Tableau, Microsoft, Amazon Web Services, and Snowflake.

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