

Counting among the best hotel groups around the world, the Iberostar Group's choice of Business Intelligence tools is particularly tactical. When they decided to integrate Geo-Business Intelligence software in order to further analyze their data, they quite naturally went for GeoBI - the SAP-certified mapping component for SAP BusinessObjects.

SAP® Certified
Integration with SAP BusinessObjects

Jordi Mansour, Big Data and Business Intelligence Manager at Iberostar Group:

Integrating GeoBI at the heart of our Decision Support System (DSS) based on SAP BusinessObjects opened new ways for data analytics. Today we are able to determine market trends within the 25+ countries we are operating in, while providing strong Geo-Business Intelligence analyses to support strategic decisions at corporate level.

SEAMLESS INTEGRATION

Iberostar Group has been using the SAP BusinessObjects suite at corporate level for years. Constantly looking for increased efficiency, the BI Department has reached the limits of the analytical capabilities offered by the standard SAP BusinessObjects BI components. This is why they decided to look into Geo-Business Intelligence.

After testing several Location Intelligence tools, they chose to implement GeoBI which appeared as the most exhaustive and totally integrated spatial component for SAP BusinessObjects. GeoBI was introduced to Iberostar by Nova Praxis, one of Business Geographic's Reseller Partners in Spain.

“ The need for mapping analytics emerged from a small group of SAP users. We already were aware of the benefits of Location Intelligence, so it was not hard to realize how this could broaden the scope of our analyses. Being already familiar with the SAP BusinessObjects suite, it was very easy for all our analysts to adopt GeoBI. (J. Mansour).

TRENDS & PATTERNS

Iberostar Group collects geospatial and contextual data from more than 25 countries, processing it on different geographical scales, from country to region and state levels.

Tourists' home addresses, hotels addresses, sociodemographic information such as social class, profession, age - are typical data sets Iberostar Group's BI Department collects and analyzes.

Among the numerous spatial analyses available within GeoBI, the Iberostar Group's analysts mostly use class analyses and flow maps in order to determine individual or group tendencies.

“ Creating analyses with GeoBI is an easy task. We can use our data just as it is, without prior conversion. Compared to other types of visualizations, geospatial analyses within GeoBI help us rapidly uncover general trends and patterns that are inherent to the tourism industry. (J. Mansour).

ANALYTICS & DECISION MAKING

The worldwide leading hotel group implemented GeoBI in 2016 by means of one administrator and five user licenses. In the near future, Iberostar Group wishes to acquire more user licenses in order to give the opportunity to various departments to benefit from the geospatial capabilities offered by GeoBI.

And this spread of knowledge won't end there. Confident in the power of Location Intelligence, the group's BI Department plans on establishing GeoBI as a key decision-making tool at the heart of their SAP BusinessObjects universes.

“ The BI Department shares their SAP universes directly with the top management. With GeoBI analytics within those universes, we've been able to bring to life facts and figures that the managers were not aware of. In the long run our main goal is to establish GeoBI as a core tool for understanding and geo-targeting Iberostar's customers and prospects. (J. Mansour).



Iberostar Group is a leading international hotel group, providing high quality services in over 25 countries. The family-owned Spanish business offers tourism and real-estate services worldwide through their subsidiaries. www.iberostar.com



Nova Praxis is a GeoBI Reseller Partner in Spain specializing in Business Intelligence and enterprise performance management, helping their customers get the most out of their data. www.nova-praxis.com



GeoBI is the most integrated and powerful SAP-certified mapping component for SAP BusinessObjects, powered by Business Geographic, a French software provider with world recognition and unique expertise in GIS and Geo-Analytics. www.geo-bi.com

