Maestro PMS Announces New Analytics Business Intelligence that Gives Operators A View into 2016

Independent Operators See the Future with Accurate Flexible Maestro Analytics Forecasts

Markham, ON (PRWEB) December 09, 2015 -- Maestro PMS announced extended Analytics Business Intelligence reporting options to strengthen accurate 2016 forecasting. The Maestro Enterprise Property Management hotel software suite of 20+ solutions is the industry’s most robust and well supported system for independent hotels, resorts, and multi-property groups.

“Independent operators have to rely on their own experience and skill to operate profitably,” said Maestro PMS President Warren Dehan. “Maestro’s responsibility as a solution provider is to give them easy-to-use data mining tools and the training to use them successfully. Maestro PMS has hundreds of 1-click management reports, but our newest Analytics Business Intelligence data gives operators the tools to go beyond standard reporting to custom forecasting analysis. These are the tools that help operators build a more profitable business.”

Operational reporting is important for daily property management. Housekeeping status, due-outs, expected arrivals, guest folios are reports that hoteliers use every day. These are valuable tools, but they don’t make the hotel money. Analytical reports that forecast revenue, demand and expenses for next month, and next year do make money.

“We configure custom reports and provide services for every installation,” Dehan said. “We teach operators how to use their data and assess results so they can run a more efficient and profitable operation.”

Maestro PMS’ team created custom Analytics BI data view reports that are operator-configurable to meet each property’s unique requirements. “An accurate forecast is the essential roadmap an operator relies on to plan their business strategy for the coming year,” said Dehan. “Maestro Analytics has added data analysis processes that deliver new Booking Pace and Market View reports to show multiple demand factors that include revenue, occupancy, and other metrics by market, segment and other areas. The power in these reports is their ability to show current and past periods and project property metrics into future periods for an accurate forecast.” Dehan noted that the Analytics data may be customized for a nearly unlimited number of variables and formats. “Many operators download their Pace Report into Excel to run their own ‘what-if’ projections.”

Maestro Analytics data also reports real-time guest behavior measurement. “Our Analytics Marketing View is a performance report that operators value,” Dehan said. “It measures guest spending by segment, profit center, market, rate type and other factors generated by each marketing campaign. When you know where guests spend their money, you can build campaigns and packages that they value.” Maestro provides online eLearning classes, an eLearning library and tutorials that make it easy for operators to learn how to use Analytics and other reports.

Maestro Mobile puts company data in your hand
“There are three elements required to use data effectively,” said Dehan. “The data must be timely and accurate, it must be understandable, and it must be available when and where you need it. Maestro’s reports are mobile compatible so managers and owners can access strategic data on their handheld or tablet while they travel.” Specific reports may also be emailed to managers and ownership after night audits so they can respond instantly
Maestro Property Management Solution

Enhance guest service, improve efficiency, and maximize online and offline revenue with Maestro PMS, the industry's most robust and flexible resort software and boutique hotel software solution empowering leading full-service hotels, luxury resorts, multi-property groups, conference centers, and vacation rental properties. Solutions include Front Office (PMS), Accounts Receivable, Analytics and Business Intelligence, Sales and Catering, Multi-Property Management, Condo Owner Management with Owner Web Portal, Spa and Activities, Web Booking Engine, Real-Time Yield Management, Dynamic Packaging, CRM, Guest Experience Measurement, CRO, GDS/OTA Two-Way Integration, Membership, Work Orders, Fine Dining and Retail POS, and Concierge. Maestro PMS is database independent and may be deployed on-premise or in the Cloud via Windows, Linux, and Browser based platforms.

About Maestro PMS

Maestro PMS is recognized in the hospitality industry for its standard-setting Diamond Plus Service and robust integrated Maestro resort and hotel software technology. With more than 30 years’ experience dedicated to developing technology solutions for the hospitality industry, Maestro PMS is a partner who understands you need a scalable, flexible PMS that works the way you do. Maestro applications are engineered for operators who need to manage their enterprise in a real-time environment for the utmost operational efficiency, productivity, control, and profitability.
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