Scrigno
hotel management application suite

SCRIGNO B.I. & Sales Forecasting:
Now you can finally understand where you're going.

with Scrigno B.I. & Sales Forecasting finally you can count on an fundamental support to your strategies: a reliable prediction of the sales.

Built on Oracle Business Intelligence platform, web-based and usable by Tablet PCs, such new feature of the SCRIGNO PMS suite allows the Revenue Manager to identify at a glance the critical dates, giving him/her the chance to intervene in time with corrective actions in order to improve sales.

Thanks to sophisticated mathematical algorithms based on the analysis of time series of pick-up, the system is able to provide in real-time:

• daily forecast of room nights to be sold in the next months;
• comparison with essential benchmarks (budget, current on-the-book situation, last year's on-the-book, actual result of last year);
• possibility to analyze in detail, thanks to a simple drill-down, the most relevant sales data (market segment, length of stay, lead time, rate level).

Reliable forecasts for changing markets

"We have realised an innovative forecasting system - says Giuseppe Pellegrini, GP Dati's head of sales and marketing - the result of a long R&D project that involved a team of university researchers, hotel consultants and our senior analysts, that allowed us to formulate algorithms able to provide reliable predictions even in changing market conditions such as the current ones. "