



Case Study:

Hospitality America's Data Assessment Journey with Cambay Solutions



Introduction:

Laying the Foundation for a **Data-Driven Future**



In the hospitality industry, information flows as fast as the guests who check in and out daily. For **Hospitality America**, a prominent player managing multiple hotel brands, the key to growth lay hidden in their data. But the issue was clear: their existing systems were a maze, data was locked in isolated silos, and opportunities to boost profits were slipping through the cracks.

Recognizing the need for a smarter, real-time solution, Hospitality America turned to **Cambay Solutions** for a comprehensive **data source and security assessment**. The objective? To assess their current infrastructure, identify areas for enhancement, and develop a strategic plan to streamline their data analytics and reporting capabilities.

The Challenge:

Navigating Complexity

Hospitality America knew they had valuable data across their operations, but it was trapped in different systems—each functioning independently. Without an integrated view, hotel managers struggled to make real-time decisions, and the lack of streamlined reporting processes further complicated daily operations.

Key challenges:

Data silos:

Systems like Hilton PMS, Sage, and Marriott were each managed separately, making consolidated reporting impossible.

Inefficient reporting:

With no real-time access, managers were left with outdated data, slowing down decision-making and responsiveness.

Security concerns:

Fragmented data handling also raised concerns about organizational security, especially when scaling BI solutions.

"We didn't know where to start. Our data was everywhere, but nothing was connected. We needed a roadmap."

— Lex Patrick, Hospitality America

The Solution:

A Strategic Data Assessment by Cambay Solutions

Cambay Solutions stepped in with a targeted approach, conducting a thorough **Data Source and Security Assessment** to evaluate Hospitality America's current infrastructure. The goal was not just to diagnose the problems, but to provide clear, actionable recommendations for moving forward.

Key Steps in Cambay's Assessment:

1

Data Source Evaluation:

Cambay performed a high-level analysis of Hospitality America's eight core systems—Hilton PMS, Marriott, Sage, and others—to understand the APIs, data connections, and existing reporting limitations.

2

ETL Review:

The assessment included a review of Hospitality America's ETL (Extract, Transform, Load) pipelines to pinpoint inefficiencies and gaps in their data extraction and transformation processes.

3

Security Audit:

Cambay evaluated current organizational and data security practices, assessing risks related to data access, role-based permissions, and system vulnerabilities.

4

Customized Recommendations:

Based on the findings, Cambay developed a detailed report outlining the necessary steps to streamline data flow, enhance reporting, and optimize security.



"Cambay's assessment wasn't just a list of issues—it was a comprehensive roadmap. They helped us understand where we were and, more importantly, where we needed to go." — Leigh Holloway, Chief Strategy Officer, Hospitality America

The assessment laid the groundwork for the next phase of work, giving Hospitality America a clear picture of their current state and actionable insights to guide their future BI initiatives.

Results:

A Clear Roadmap for the Future

While the work is still to be done, Cambay's assessment has already brought clarity to Hospitality America's leadership team. They now have a detailed plan to transform their data environment and prepare for a full Power BI implementation.

Key Outcomes of the Assessment:

Identified Key Gaps: Cambay highlighted areas where data silos and outdated processes were slowing down operations. With this knowledge, Hospitality America can now prioritize improvements to their data architecture.

Actionable Recommendations: The report provided specific steps for integrating the company's core systems, strengthening ETL pipelines, and implementing Power BI's advanced analytics to drive real-time decision-making.

Security Improvements: Cambay's security audit shed light on vulnerabilities in data access and storage, ensuring that future BI initiatives will be built on a secure foundation.

Strategic Roadmap: Most importantly, Hospitality America now has a step-by-step guide to transforming their data strategy, with clear timelines, milestones, and expected outcomes.

"We went from being lost in the data to having a solid plan. Cambay helped us see how we can turn our data into a real asset."

— **Ben Campbell**, Hospitality America

Though the implementation is still ahead, **the assessment has provided Hospitality America with the blueprint they needed** to confidently move forward. Cambay's recommendations are already shaping how the company approaches its data challenges, ensuring that the next steps are well-defined and achievable.

Conclusion:

Building for Tomorrow, Today



HOSPITALITY
AMERICA

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Cambay
Solutions
Accelerating Digital Transformation

Cambay Solutions didn't just deliver an assessment—they delivered a vision for the future. By evaluating Hospitality America's data landscape and providing strategic recommendations, Cambay has given the company the tools to embark on its next phase of digital transformation.

With a clear roadmap in hand, Hospitality America is ready to take the next steps toward leveraging their data for real-time insights, operational efficiency, and enhanced profitability.

"Cambay gave us the roadmap we needed to start this journey. We're excited for what comes next." — Leigh Holloway, Chief Strategy Officer, Hospitality America

For any organization looking to unlock the potential of their data, **Cambay Solutions** offers the expertise, strategic insight, and forward-thinking approach to set you on the right path.