HORTONWORKS®

Hilton
HOTELS & RESORTS

CASE STUDY

Hilton

BECOMING MORE DATA CENTRIC TO DRIVE A BETTER CUSTOMER EXPERIENCE

Hilton is an American multinational hospitality company, founded in 1919 and headquartered in Tysons Corner, Virginia. Currently, its portfolio includes 5,500 hotels across 110 countries. Hilton has 14 brands across different market segments including economy, luxury, and full-service hotels.

The traditional model at Hilton involved multiple data warehouses across different technologies. This meant data was very siloed and inconsistent for the business. It soon became clear that there was a need to become a more data centric organization to better serve customers.

GAINING INSIGHTS ABOUT CUSTOMERS

Hilton's primary focus is on its customers. With so many locations across the globe, the organization has a lot of data about customers, including reservations details, profiles, and details on how they use hotel amenities. Gaining these insights allows Hilton to know its customers better and in turn, deliver more value to them. This results in more repeated visits and happier guests.

REWARDING LOYAL GUESTS

Hilton's rewards program, Hilton Honors, has over 60 million members. This program offers its members the chance for VIP experiences across sporting events, concerts, and travel. Through this program, guests can earn points with each stay and receive additional benefits such as discounts, digital check-in, complimentary in-room internet access, quicker reservations and check-ins, and later check-out times. The organization is very proud to have so many loyal guests, and is constantly striving to find better ways to serve them.

ADDRESSING BUSINESS CHALLENGES

The business was encountering various challenges, including pulling in data points around pricing and occupancy. The goal was to establish a single source of truth across the organization. Hilton needed a platform to be able to land data and conduct real-time analytics, so that pricing and occupancy decisions could be well informed. Hotels want the most rooms occupied at the highest prices, which leads to maximum revenue generated.

KEY HIGHLIGHTS

- Organization has access to all data sources, for data at rest and data in motion

- Gained 360-degree view of customers through data analytics

- Ability to do inline pricing on the fly, reacting to planned or unplanned events

- Can now do targeted selling by pulling all customer data, deliver higher value to guests

PRICING ON THE FLY

Another challenge that Hilton faced was determining pricing during large events, both planned and unplanned. An example of a planned event would be when the location of the Super Bowl is announced. Within seconds, the area surrounding the venue is completely booked. Hilton wants the ability to look at the velocity at do pricing on the fly for situations like these, rather than in batch mode.

ENTERPRISE INFORMATION MANAGEMENT TEAM

Hilton had its sights on disrupting the hospitality industry through data and analytics innovation. To do this, the company put into place the Enterprise Information Management Team. In order to better understand customers, the team decided to combine various sources of data to create a 360 view of each customer.

There are five key areas that the team is focused on:

1. Build a technology foundation for data to be used as a highly valuable asset at all levels in the organization.
2. Streamline processes for creating, cleansing, gathering, and using data.
3. Define the art of the possible, then enhance and simplify reporting with the ability to consume the information faster.
4. Establish an advanced forward-looking analytics capability that identifies untapped value.
5. Raise overall analytics acumen and develop a culture of fact-based decision making.

UTILIZING REAL-TIME DASHBOARDS

Another goal of Hilton's journey was to be able to utilize various third party technologies to create dashboards for business users within the organization and for franchisees. Demands of the business from internal executives to owner operated hotels need increasingly real time dashboards on pricing, occupancy and corporate contracts. Data from reservations, Hilton apps and other transaction systems need to be integrated to better provide real time analytics for profitable decision making.

IMPLEMENTING A MODERN DATA ARCHITECTURE

Hilton is now leveraging a modern data architecture of Hortonworks Data Platform and Hortonworks Data Flow, running on a private cloud in Amazon Web Services. Together Hortonworks and Amazon Web Services collaborate to deliver big data analytics for hybrid cloud deployments. This joint solution offers consistent management, security, and governance across multiple data types from the enterprise edge to the cloud.

This architecture enables Hilton to gain valuable insights from data at rest and data in motion. This helps the organization be more informed on what its customers are expecting and increases the velocity on how these insights can be utilized.

"You put all the pieces in one framework, one umbrella, I think the opportunities are unlimited. We are very serious about it and we truly believe that Hortonworks will help us achieve our end goal." -Sudhir Menon, VP,Enterprise Information Management, Hilton.

Utilizing a Premier Support Engineer also made a significant impact to help speed up the process of achieving business value with frequent reviews, public roadmap briefings and new use case explorations. This helped Hilton maximize the value of its data and deployment.

Hilton's success clearly shows that the better an organization knows its customers, the more effective it can be in meeting their needs and delivering the best possible customer experience at all levels.

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