

RTP | Analytics

OVERVIEW

Businesses in the resort and recreation industries often use multiple systems to run their business, resulting in massive amounts of data and a wealth of information in separate, disparate systems. Gathering and analyzing the data can be time consuming and cumbersome, making it difficult to make understand your business and make informed decisions quickly.

To meet this challenge, RTP has developed RTP | Analytics, an all new business intelligence solution designed to help you gather, store, organize, and analyze data from your organization's transactional systems so you can make better strategic and operational business decisions. This will allow you to optimize your business and your guest's experience and your resort. Leveraging familiar Microsoft Excel tools and other ad-hoc reporting tools, RTP | Analytics provides easy to use, in-depth and flexible reporting capabilities to meet your reporting and analysis needs across your business.

BENEFITS

RTP | Analytics enables you to get the right information at the right time in the right format. You can use this information strategically, tactically, and operationally across your business to serve many different information needs.

Make Better Business Decision

- Gain insight into your entire business with timely sales, revenue, product and customer analysis.
- Analyze trends in your operation so you can quickly react to changing business needs.

Market More Effectively

- Understand your customers' buying behaviors and demographics across a nearly infinite combination of variables.
- Analyze your customers' recency, frequency and monetary value, so you can better target your marketing campaigns to the right customers to enable you to increase your return on your marketing spend.

Empower your Employees

- Reports are easy to create, so your employees can access the information that's customized to their needs and the most relevant to them.

Optimizing the Guest Experience.

- Charts and analyses combined with reporting services distribution capabilities allow information to be shared quickly and easily across your organization.

Reduce IT Demands

- Centralize your business's data for analysis into one, single system.
- Reduce IT demands by enabling your non technical staff to analyze information that was previously difficult to obtain and required an IT skill set.

FEATURES

Dynamic Reporting: RTP|Analytics utilizes the intuitiveness of Microsoft Excel to enable managers and other power users to go beyond standard reports often pre-defined in transactional systems. Users can build reports for specific time periods and for specific types of data, including transactional data, customer data, sales data, revenue data and budget data.

Examples of reports that can be created using RTP|Analytics

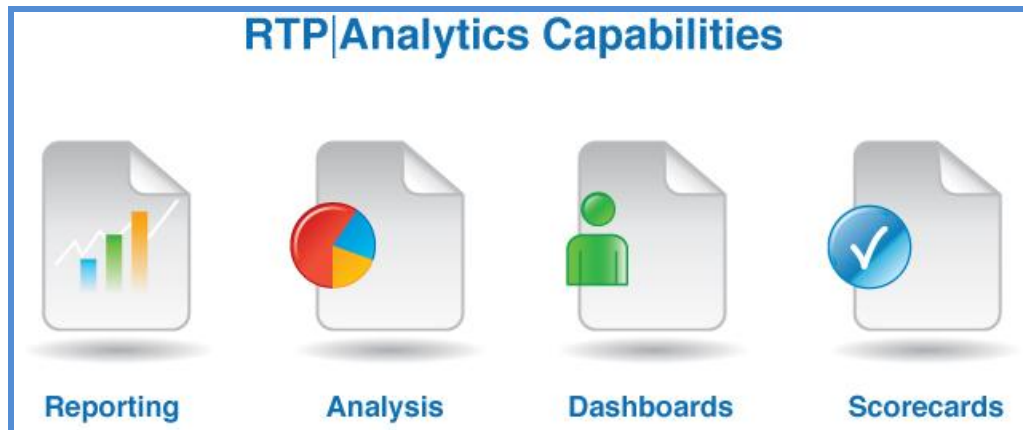
- Number of transactions processed by each point-of-sale for each hour over the past two weeks?
- Top 20% of customers by spend in a given line of business, product, and product line or across the entire organization.
- Customer demographics by country, state/province, or zip code.
- Revenue by product, sales channel and date.
- Top selling products by line of business or over a specific time period.

Analysis: Analysis enables the guided exploration of information that pertains to all dimensions of your business. Enable your management team to understand the “why” behind a trend or metric with easy drill down to the lowest level of detail across many different dimensions of information.

RTP|Analytics creates a data cube which allows you to use Excel PivotTable or PivotChart reports that display high-level summaries, such as sales totals across an entire country, while at the same time allowing you to drill down to detailed information, helping you to identify at a glance those regions where sales are particularly strong or weak.

Dashboards: Business dashboards communicate complex information quickly with graphical representations of data. Using RTP|Analytics, you can quickly create dashboards that provide key information at a glance to give your executives the information they need. Users can drill into graphs to see the data, so they can better understand the detail behind the dashboard summary.

Scorecarding: Scorecarding helps you align your teams and tactics with strategy, communicate goals consistently, and monitor performance against targets. RTP|Analytics provides the data and information to develop scorecards to effectively measure your business results compared to targets. Basic scorecarding can be done in Excel or more complex scorecards created with other 3rd party tools with the information provided by RTP|Analytics.



TECHNICAL REQUIREMENTS

- Microsoft Excel and Internet Explorer for reporting and analysis.
- A dedicated server environment running Microsoft® SQL Server 2005 with Analysis Services and Reporting Services.