COMPUTERWORLD BI&A | BI & ANALYTICS PERSPECTIVES

September 9-11, 2012
Wigwam Resort
Phoenix, Arizona

The Analytics Advantage:

Converting Big Data to Business Growth

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Getting to Yes: Strategic Use of BI for Growing Your Business

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Diamond Resorts International

Who are we?

Diamond Resorts International®

Vacation Holiday Ownership with a difference: The Meaning of Yes®

- Over 200 branded and affiliated world-class resorts around the globe.
- Destination choices from Europe to North America to Australia and Asia.
- Exciting beach, lake, mountain, spa and golf getaways.
- Spacious accommodations with additional bedrooms.
- Kitchen amenities in most accommodations.
- Large spas or garden tubs in most accommodations.
- Welcoming common areas, with team members who are eager to assist and provide relaxation... simplified.

Building from the ground up

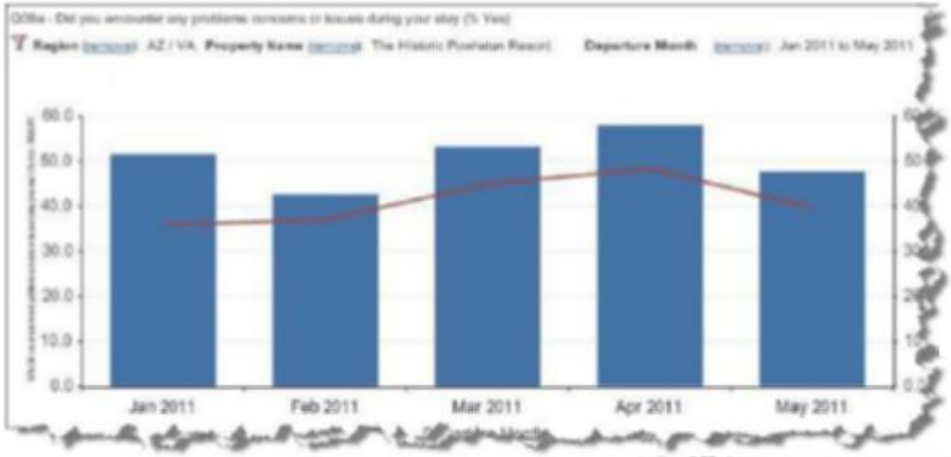
In 2011 (Year 1): Focus on Discovery, Early Adopters and Evangelizing

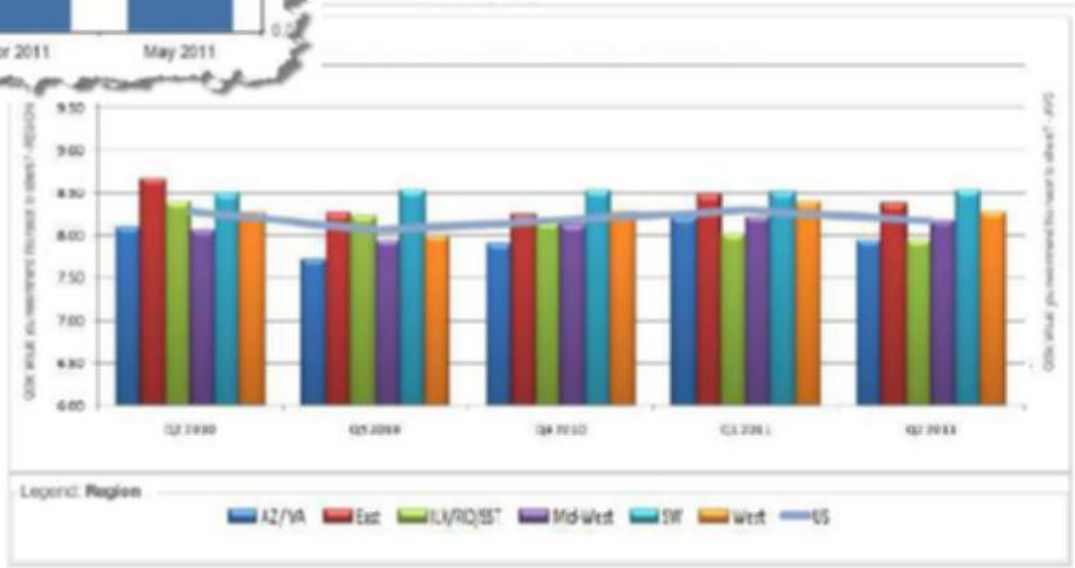
- Developed a bundle of new customer feedback programs (EFM)
- Jan 1 to Dec 31, we experienced a 400%+ increase in reporting products
- Integrated a dozen new data sources and systems
- Began performing analyses to connect the dots and see the patterns

>> Pitch to Discovery to Reporting and Enhancements and then Repeat

Informative and Actionable Data

Generating Healthy Competition





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And accelerating!

In 2012 (Year 2) - Built on our successes

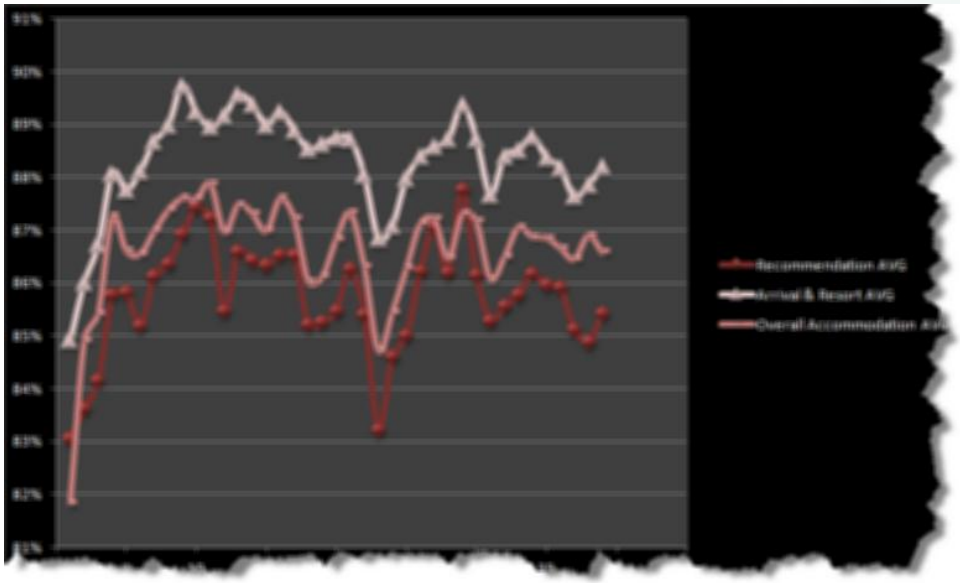
- Developed a short but sweet roster of Key Insights for each Client group
- Identified "Hotspots" to deliver the most meaningful data points
- Gained further traction in partnering with Sales & Marketing
- Completed integration of all remaining operational data sources, allowing for full transparency and automation of data intelligence

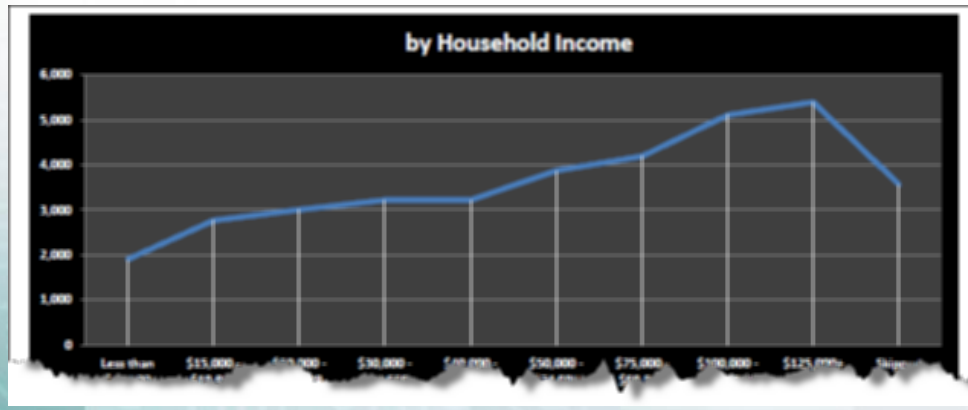
>> Added in Prescriptive and Predictive analytics, even as we continue to build on our Bread and Butter products

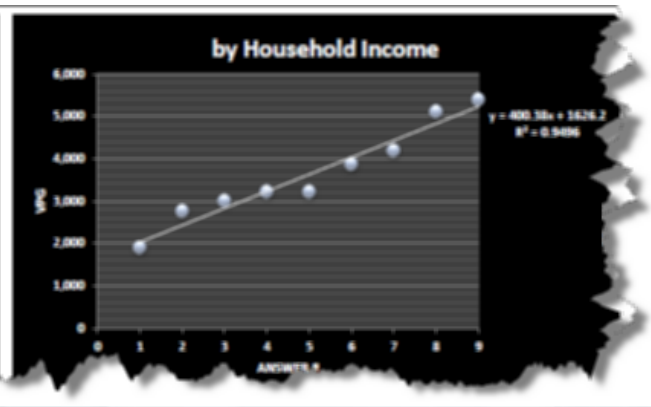
Prescriptive & Predictive Analytics

Question: How do we help drive more satisfaction, better efficiency and greater top line growth?

Answer: Connect the Dots.

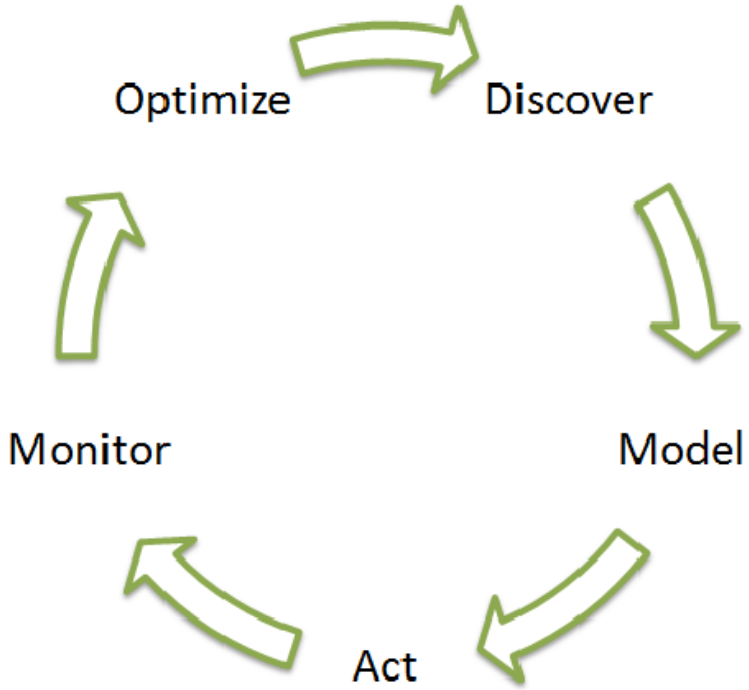






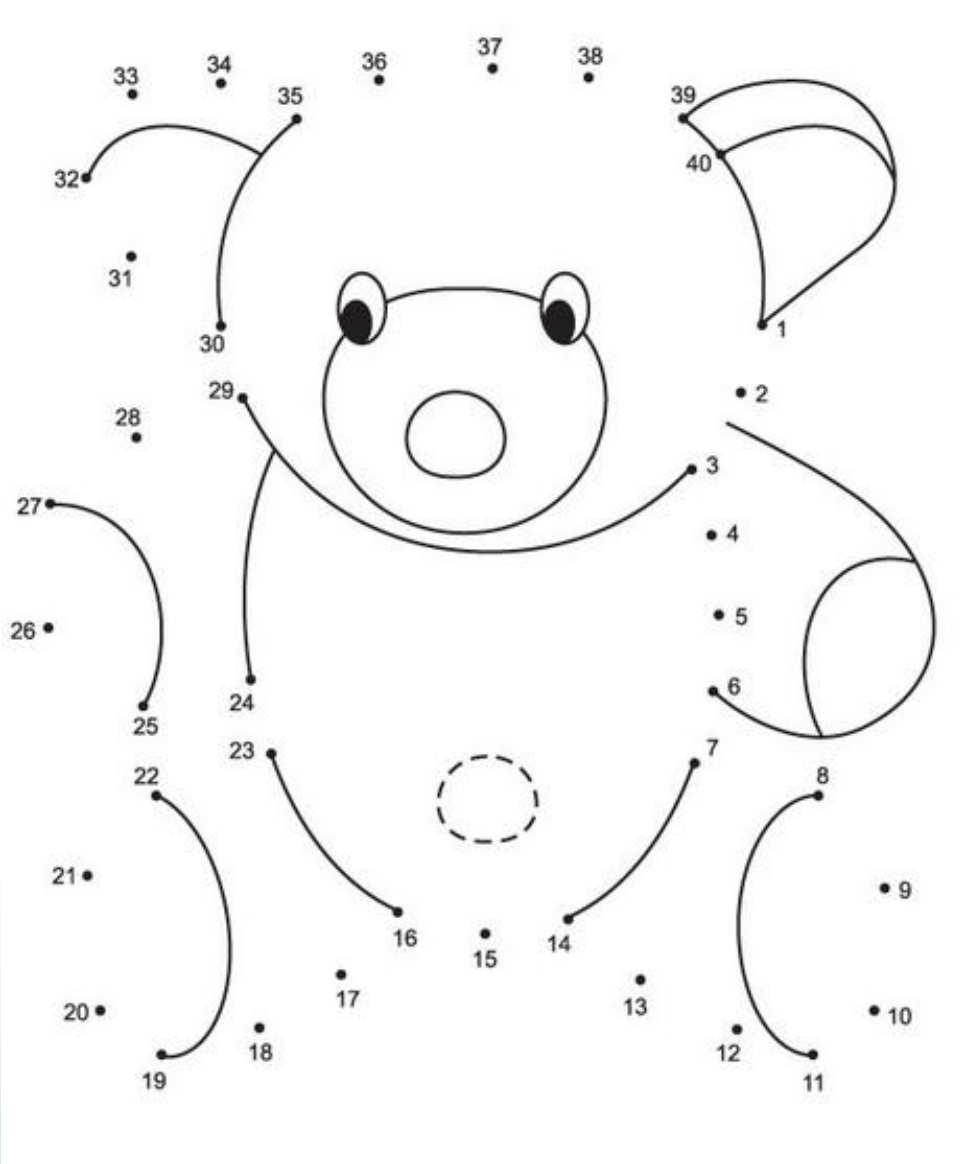
Linking Data to Action and Service

- Integration of process management into Analytics
- Speed from data to adoption is the key to accelerate the cycle of improvement



How to Get to a "Yes!" (aka Lessons We Learned)

1. Don't marry your data.
2. Small Wins are better than Big Failures.
3. Empower your Clients.
4. Timing matters.
5. Partner, partner, partner.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Thanks!