

# SAP HANA

The way to develop  
decision-making and data  
exploitation



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# SAP HANA

HOTUSA - The way to develop decision-making and data exploitation

**What was the need?**

## SAP HANA, the way to develop decision-making and data exploitation

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HOTUSA Hotels is a product created by a group of hoteliers from Barcelona who saw the need to join forces back in 1977 just as the major European hotel chains were about to disembark in Spain. The result of this initiative was an organisation created to provide joint marketing services.

Today, HOTUSA Hotels is the world's leading hotel consortium and a cornerstone of the hotel group that shares its name. Although its head office is in Barcelona, it also has offices in Rome, Paris, London, Vienna, Lisbon and Buenos Aires.

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## Objective



## Excellence as the defining characteristic of the organization

The strategic objective of the HOTUSA Group is to provide the tools needed for the group's member hotels to compete on an equal footing with the major international hotel chains.

The effort to achieve excellence stands out as a key feature throughout the organisation.

The HOTUSA Group is divided into two major areas. On the one hand, the tourism area composed of a group of companies that includes the original HOTUSA Hotels, which provides different services worldwide and on the other hand the hotel area which has more than 150 establishments in 17 countries operating under the Eurostars and EXE brands.

In 2013 HOTUSA chose the integrated SAP system to optimise the group's financial and economic management. The project began with the hotel area, where the decision to centralise the administrative management of all hotels would involve reducing the manual processes and improving the way in which information was managed.



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## Technology

## Technology as a tool for improving economic and financial processes

The HOTUSA Group sought to implement a technological platform capable of managing all of the economic and financial processes associated with its hotel division first, followed by the tourism division in a subsequent phase. The decision was taken to replace the existing systems with the SAP HANA integrated system, thereby improving the reliability and integrity of decision-making information.

Elements such as the high level of centralisation and robustness were some of the characteristics that contributed to the decision to choose SAP, combined with the ability to implement the adaptations required for the different countries where HOTUSA hotels were located.

In addition, SAP HANA was also chosen to ensure that one of the main objectives of the project would be achieved, which was real-time corporate reporting in the ERP.

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## Technology



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## SAP HANA as an essential tool to achieve strategic objectives

The HOTUSA Group pursued several goals that led it to undertake the migration of its SAP HANA systems:

- The need for a single integrated management system that would allow them to obtain unified information and to manage and control the 150 companies operating just as many hotels and 100 corporate companies.
- The need to meet the reporting and tax requirements in the 15 countries where its hotels are located.
- The need to optimize financial management, increasing the efficiency and automation of manual processes, reducing physical documentation and enhancing the capacity to control expenses and revenues.
- Centralized, automated management of financial areas such as accounting, fixed assets, accounts payable and receivable, treasury, cash pooling functionality and management control. This simplified the processes and managed to reduce execution times and information errors.
- The need for more reliable information for decision-making.
- The need for online financial reports at the individual hotel level.
- Cash pooling management to reflect the transfers from the holding company's accounts to the subsidiaries' accounts.



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## Phases



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## Development of all SAP platforms

Once SAP HANA was chosen, the next step was to find a partner to carry out the project. everis' technology consultancy was asked to develop a preconfigured SAP system for the hotel sector currently present in more than 20 countries and 300 hotels worldwide.

The project was structured in three phases:

### 1.- INSTALLATION AND UNIFICATION OF DATA

Thanks to the pre-configured SAP hotel system developed by everis, all that was left was to install and validate the standard designed by everis and prepare the various integrations and migrations. A stable system with 100% of SAP functionalities was obtained. It was during this phase that the chart of accounts and analytical structure were defined and mapped to the analytical exploitation account, in addition to unifying clients and suppliers.

### 2.- BUILDING

Execution of the following tasks: system configuration and parameterization of the standard to adapt it to HOTUSA's needs. After unit testing, the initial data was migrated. After the central training, acceptance testing continued. Cash pooling was also included at this point for the treasury processes.

### 3.- DEPLOYMENT

After the launch of the remaining hotel blocks, the pilot began. Finally, support was provided for each start-up and finally system administration and maintenance.

This approach drastically reduces deployment times and user engagement.



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## Implementation

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## Modifying work habits to increase productivity

Previously, the HOTUSA Group's hotel area had handled financial accounting using different, non-integrated applications. This situation created non-consolidated data from the departments of all the hotels that required time-consuming manual management processes and therefore information with little global perspective.

In addition to hindering a global vision, this situation made it impossible to have centralized real time control over the company.

The scope of this project encompassed the implementation of the solution in Europe and America, unifying and improving management, allowing real-time global control of the group, standardizing and simplifying the financial and accounting system of the hotels and giving HOTUSA management clearer and more reliable information with which to work. In the short term, costs were reduced thanks to the processes being automated.

*"The implementation of the integrated SAP system has been a key element in the success of the process of centralising the administration of our hotels. The challenge was huge, considering that we have 150 companies in 15 countries."*



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## Impact



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## Shorter processing times, efficient and integral resource management

Following the implementation of the new SAP HANA management system, HOTUSA now has a functional, automated financial system that includes treasury, AP and AR, fixed assets and accounting, which translates into a more streamlined accounting environment for suppliers and customers and more useful, up-to-date and secure information for the company.

With this platform, supported by the SAP Controlling system, data can be used for effectively for decision-making and real time, online global control of the group, which in turn makes it possible to respond to the company's needs. In addition, by unifying the business processes of the different department at the global level, the SAP platform has simplified business processes and reduced manual tasks. In short, the advantages for the company are faster response times and higher productivity.

More specifically, thanks to the accounts payable and receivable module, not only can HOTUSA now see the group's overall debt position in the different operating currencies but it can also control suppliers and clients world-wide, thereby expediting and standardizing business processes with stakeholders. It also avoids the duplication of administrative tasks, eliminates the geographical difficulties and provides unique, up-to-date, consolidated and reliable data thanks to its ability to manage the accounting process online.

There are even more benefits: by implementing the fixed asset module, which automated depreciation, revaluations, maintenance and the current status of assets, fixed assets can now be managed more effectively by providing HOTUSA with accurate information and a comprehensive view of each asset. The process is now decentralized, by hotel, which makes it much easier for hotels to manage their resources more efficiently and have complete control over them.



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## Output

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## Progress of the HOTUSA Group thanks to SAP

Once SAP HANA was implemented for HOTUSA Group's hotel division, the implementation of SAP for the tourism division was launched. This means that most of the members companies of the group will be using SAP. All of this will help the company to work even more efficiently by streamlining backoffice tasks.



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La plataforma para la explotación de datos y la toma de decisiones



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