

Hoseasons Holidays Case Study

Azura Associates Ltd develop and implement business reporting and analysis solutions that can provide organisations with competitive advantage.

Using proven business and IT skills, we offer fully customised solutions, tailored to your organisation's specific needs, embracing the technology and processes to enable you to make "Smarter, Faster, Fact Based decisions"

Hoseasons

Hoseasons is the leading independent selfcatering holiday agency in the UK. It offers country cottages, holiday lodges and parks, and boating holidays throughout the UK and Ireland. It also offers a growing range of selfcatering products to customers wishing to take holidays in Europe. The company sells more than a million holidays a year and has a turnover of around £120 million.

Background

Sales analysis at Hoseasons was based around an MS Access database which was populated from the companies bespoke reservations system. This was an IT solution rather than a business solution, and put the burden on IT staff to create ad-hoc queries. They wanted something that could make sales analysis more accessible to their key decision makers.

We were approached by Operations Director Paul Temple after Travelsphere, another travel company, had recommended their services after a successful BI project. Paul had a strong vision of how Business Intelligence (BI) Software tools could make his company more profitable by improving the quality, timeliness and availability of management information.

Solution

We were initially commissioned to produce a number of prototypes using different BI software products and the clients own sales data, these prototypes were then presented back to Paul and the rest of the board of directors and they made a choice as to which product would be the best fit for the companies business needs.

After a brief period of consultation a solution was chosen. Using the basis of the successful prototype and working closely with Hoseasons internal IT resources a production reporting and analysis system was developed over a five day period.

There was input from the key decision makers at Hoseasons at each point during the development and this helped to mould a comprehensive business solution which would answer all the existing business questions as well as anticipating any future ones. A key requirement for this project was that the internal IT resource could take ownership of the finished system and maintain and develop it further, to this end, time was devoted to mentoring and training internal IT staff to enable them to undertake this task.

Conclusion

The key achievement for Hoseasons in this project was to return improved analysis of sales information to the decision makers in the company and also to free the in-house IT resources to undertake more strategic tasks.

Azura Associates are committed to help you define, design, build, implement and then benefit from effective business intelligence.

Our services include:

- **Business Analysis**
- **Project Management**
- **Systems Analysis and Design Implementation**
- **Knowledge transfer**
- **Support Services and Outsourcing**
- **Mentoring**
- **User training**
- **Software sales**