# ACCOR OPTIMIZES ITS BOOKING MANAGEMENT SYSTEM AND INCREASE PRODUCTIVITY.

**Key Words**:
☐ Open Source
☐ ETL, data cleansing
☐ Business Intelligence

**Organization**
Accor

**Market**
Hospitality - worldwide leader in tourism, catering, and hotel management.

**Status**
Private Company

**Objective**
Anticipate and support the growth of users.

**Country**
France

**Projects**
. Talend Open Studio
. SpagoBI

*Accor Group uses Talend Open Studio and SpagoBI to improve its processes of archiving and consultation of bookings and cancellations.*

### *Accor*

With hotels on all continents, Accor is a worldwide leader in tourism, catering, and hotel management-all very competitive fields. The group is always looking for ways to improve its processes, to increase productivity, and to meet the demands of its clients.

### *The need for a new platform to scale clients growth*

Accor is also facing a number of regulatory constraints, such as the legal requirement that all client communications be retained for a specified period of time. A copy of each reservation or cancellation was archived in an MS Outlook file stored on a file server, but this system made it difficult to access the data-only an IT analyst was able to perform this task.

Accor's reservations department (whose activities span 11 geographical sites) wanted to facilitate searching through the archives by deploying a centralized database, properly indexed with metadata. In addition, they needed to deploy a reporting solution to generate ad-hoc reports on this data.

"The only way to meet these needs was with an operational batch implementation," said Christophe Antoine, a project manager from Talend. "The group handles over 6 million messages annually (an average of 17,000 per day, with seasonal peaks), and this volume increases by 8% to 10% annually."

After looking at several solutions, Altic, open source solutions integrator, selected Talend Open Studio. The main criterias were the ease of use of the solution and the budgetary requirements.

*Talend Open Studio speeds up archiving and viewing data, addresses regulatory issues.*

After a very quick ramp-up time-just a few days with Talend's technical experts and the solution was live.

Talend's solution collects email, archives it in a standard format, extracts relevant information (email destination, subject, message body, etc.) as well as structured datas (arrival and departure dates, hotel identification, rate, etc.). This information is then cleansed and, if necessary, transformed and restructured before being loaded in a MySQL database.

**Easier retrieval and reports**

The integrated Business Intelligence platform, comprising Talend Open Studio for data integration and SpagoBI for reporting, leverages a Web interface for complex searches. Once the relevant content has been found, a copy of the reservation or cancellation can be retrieved online. Reservations agents can access this information directly without involving IT people.

Unlike the processes used before, emails are now processed in near real-time, providing far better productivity for the reservations department.

Beyond the ease of searching and viewing information, the group has also met important regulatory constraints quickly and inexpensively, it took only two weeks to build the solution. Additionally, the solution builds custom reports that help analyze the reservation/cancellation process in greater detail.

Key facts:

- ☐ Archiving and consultation of bookings and cancellations;
- ☐ 6 million messages annually;
- ☐ MS Outlook, MySQL, SpagoBI;
- ☐ Business Intelligence Analysis;
- ☐ Development of specific connectors.

**Key Benefits**

"This project illustrates how companies can use open source solutions to meet and even exceed their requirements," concludes Marc Sallieres, General manager of Altic. "The centralized database provides deeper analysis, and the data integration technology will allow creating links with other systems in the future. The reactivity of the Talend team, especially when it came to developing specific connectors, helped us to quickly bring high added value to our client."

**Professional Support**

Talend provides professional services and technical support for Talend Open Studio and Engineering for the SpagoBI project.

**OW2**

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**About OW2** Founded in January 2007 as a result of the merger of ObjectWeb and OrientWare communities, OW2 is an independent industry consortium dedicated to developing open source code middleware and to fostering a vibrant community and business ecosystem. Building on the legacy of ObjectWeb and OrientWare, OW2 federates more than one hundred organizations and 6000 developers in Europe, Asia and the Americas. OW2 hosts over one hundred technology Projects, including Lomboz, Sync4j, eXo Platorm, XWiki, SpagoBI and JOnAS. Several of the OW2 projects are combined into market-driven Initiatives, such as the ESB/SOA Initiative and the Business Intelligence Initiative, which facilitate their implementation by systems integrators, OEMs and end-users. A typical global open-source organization, OW2 aims to bring together grassroots communities across all continents through Local Chapters. More information about OW2 is available at http://www.ow2.org