

## M3 Insight Assignment

### M3 Insight as a Business Intelligence System

#### Learning Objectives

After completion of this assignment students should be able to:

- Access the M3 Insight business intelligence system,
- Demonstrate basic navigation skills in M3 Insight,
- Access different dashboards,
- Evaluate the importance of the dashboards for the hotel business strategy.

You were just hired as a business strategy analyst at a hotel management company. The company uses M3 Insight as their key business intelligence software. This is your first day on the job. Please log in to the system, review it and answer the following questions.

1. Select one of M3 Insight dashboards that are of most interest to you.
  - a. Include the name of the dashboard
  - b. What are the key variables on the dashboard?
  - c. What is the strategic importance of this dashboard (what questions may hotels have answered by looking at this dashboard)?
  - d. Where the data for this dashboard is coming from? Remember that M3 Insight is called “Insight” because it provides insight into hotels’ performance by linking information from different systems into one database. For your selected dashboard name the system(s) where you think the data is coming from (e.g., PMS, POS, etc.)
2. Evaluate the competitiveness of M3 Insight as business intelligence software.
  - a. There are other solutions on the market, e.g., OPERA Business Intelligence or TRAVELClick Business Intelligence Solutions. Search for these or any other hotel business intelligence system and compare it to M3 Insight.
  - b. What are the key similarities?
  - c. What differences in system functionality have you observed?