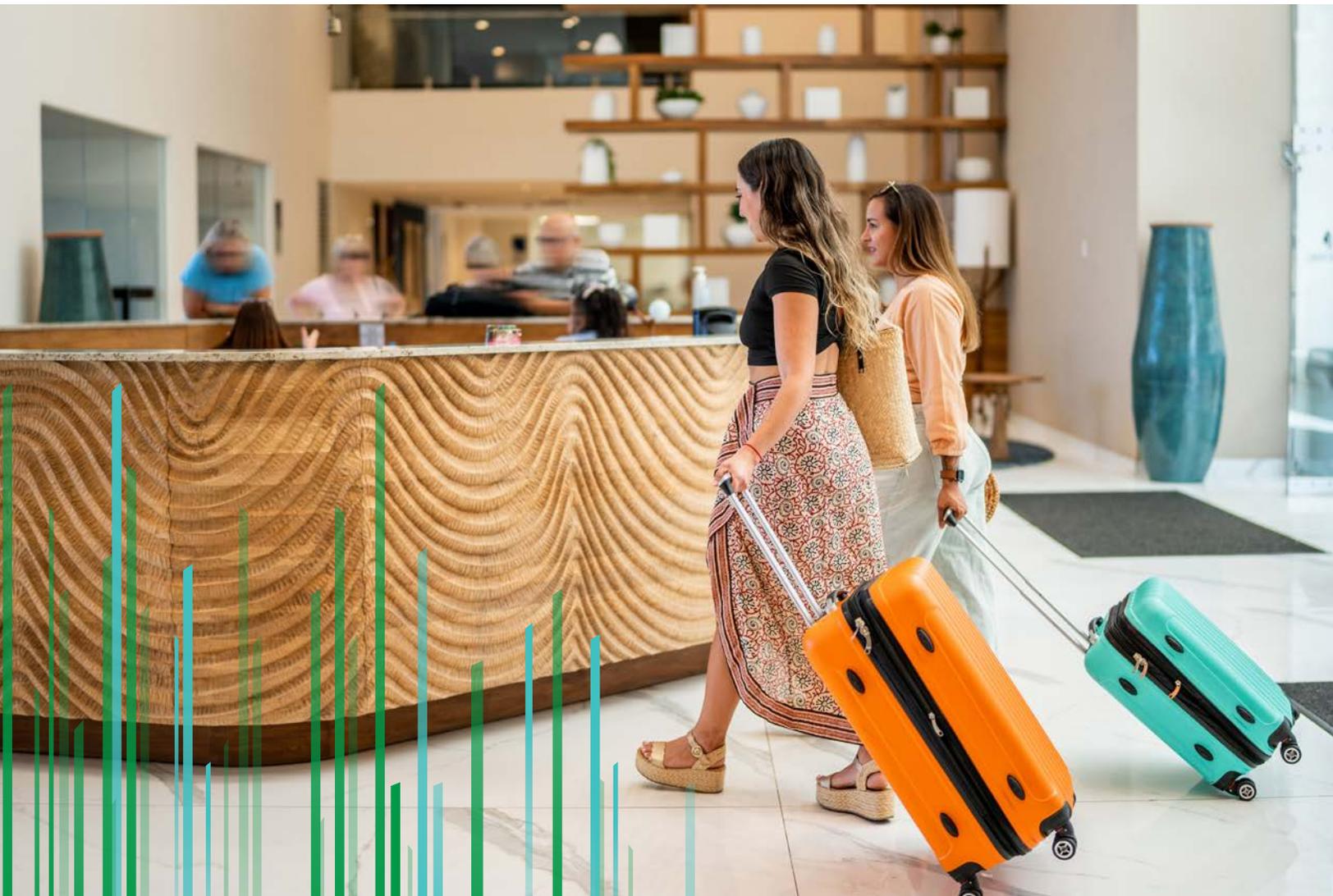


ANALYTICS

POSADAS

Data visibility enables intelligent decisions that enhance the customer experience



About Grupo Posadas

Since its establishment in 1970, Grupo Posadas has enjoyed sustained growth and is now the leading hotel operator in Mexico. The company's portfolio includes more than 180 hotels and 29,000 hotel rooms, strategically located across Mexico and the Caribbean. These properties are managed through a varied collection of nine hotel brands.

Grupo Posadas' broad geographical coverage and its varied choice of brands helps to establish solid and mutually beneficial partnerships with a wide range of guests. The company currently provides services to more than 300 corporate clients, offering customized accommodation solutions to meet their objectives.

“Qlik® allows us to be much more dynamic and intuitive when it comes to development. We don't require programming or any type of code, which really helps us and gives us the freedom to create new work dynamics.”

Arturo Varela, Head of Data Analysis and Process Automation, Grupo Posadas



Customer Name

Grupo Posadas

Industry

Retail & Services

Geography

Mexico

Function

IT

Challenges

- Improve data visibility and management in the IT environment
- Reduce processing times and inefficient manual processes
- Develop business insights to inform decision-making

Solution

Qlik solutions now allow greater flexibility and transparency in data processing, analysis, and visualization capabilities.

Results

- Users can now further examine and better understand data
- Collaborations and operations across different departments are improved
- Engaging data visualizations help with decision-making

Data digitization, centralization, and conversion

In the competitive world of hospitality, the ability to analyze data quickly and efficiently is essential when it comes to making strategic decisions and improving efficiency. For Grupo Posadas, one of the largest hotel chains in Mexico, this resulted in a digital transformation success story with the implementation of Qlik Cloud Analytics™, the tool that undoubtedly helps the group to stay ahead in the industry.

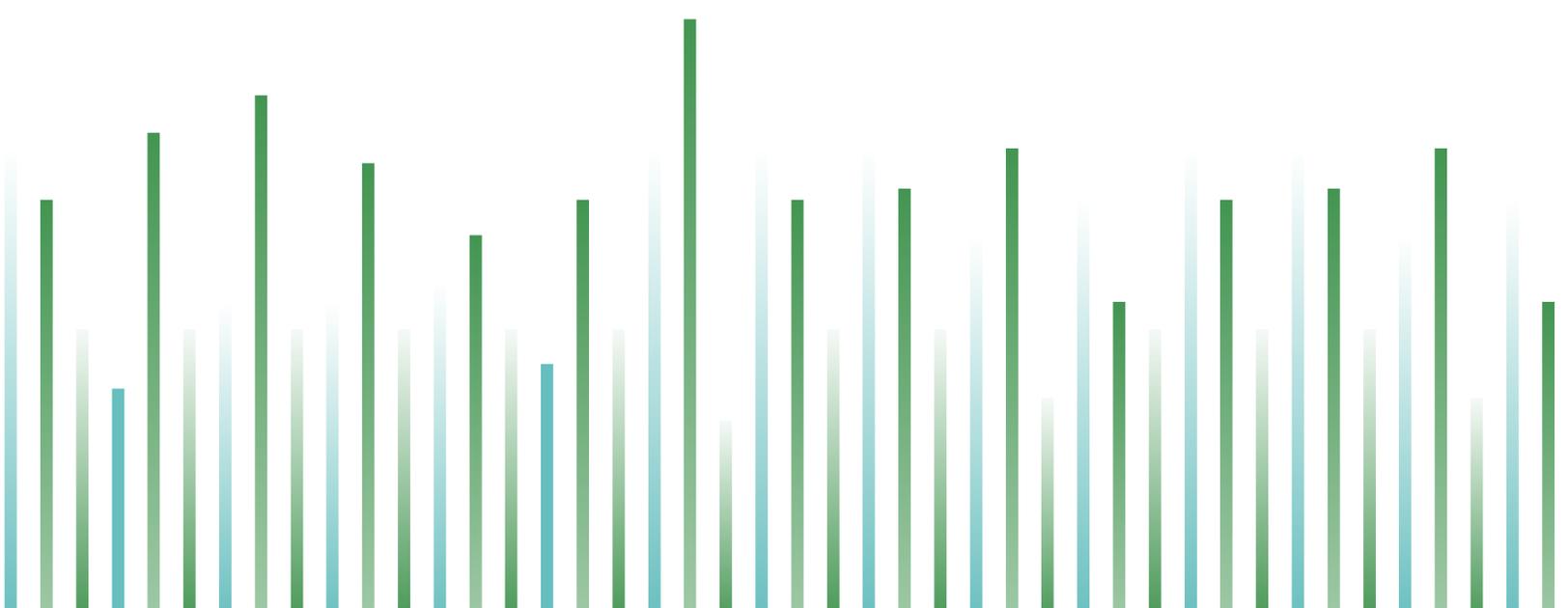
Although the group was already using other Qlik tools, it wanted to uncover more benefits to improve its data environment. However, to begin the implementation process, the Grupo Posadas team had to overcome one of its greatest challenges: a change in mindset. Many key tasks were previously carried out manually, requiring specifically dedicated resources. Processes often took longer than necessary, which impacted important work dynamics.

The first step in the implementation process was a successful proof of concept, to demonstrate the value of Qlik to senior managers and the technology department. The process also allowed comparisons with other BI tools such as Microsoft Power BI, and highlighted Qlik's benefits in terms of its functionality, scalability, and cost.

To guarantee functionality and adoption throughout the organization, Grupo Posadas worked with departments such as technology, infrastructure, security, and databases, making sure that Qlik met each one's specific security and performance requirements.

"Qlik allows us to strengthen various aspects across the company," says Arturo Varela, Head of Data Analysis and Process Automation at Grupo Posadas. "The different departments continue to request much more information, and Qlik is now the platform enabling quick decisions and identifying opportunities."

To complement the implementation process, backed up by excellent support from Qlik partner Data IQ, internal training was conducted with a 'train the trainers' program to educate a group of internal developers in the use of Qlik. These developers were then tasked with training other employees, fostering the creation of a community of Qlik users within the organization.





Reliable data, reliable decisions

The implementation of Qlik had an immediate impact across Grupo Posadas, most significantly on intelligent decision-making in key business areas.

In finance, for example, Qlik dashboards now help Grupo Posadas to significantly streamline investor reporting. Previously, this process could take up to three weeks and required manual work and dedicated resources; now it only takes minutes, and also allows teams to analyze trends, carry out brand comparisons, identify opportunities, and promote successful decision-making across the business.

The purchasing department also benefits significantly from the implementation. Thanks to the data provided by Qlik, the Grupo Posadas team now has a 360-degree view of what is happening. Payments, credits, and direct inputs with suppliers now receive more focused and comprehensive attention, allowing for more efficient and proactive management.

The new data visibility also allows Grupo Posadas to refine payment processes and prioritize corporate accounts using a more organized model.

“The platform’s robustness allows you to relax. That may seem simple, but it actually makes an important difference,” says Carlos Mejía, Account Manager at Data IQ. “With Qlik, the team can identify, improve, develop, grow, and above all, make decisions with data that provides previously unknown information.”

However, this new capacity to understand data doesn’t just present opportunities: it also provides support during difficult times. During the Covid-19 pandemic, Qlik’s capabilities allowed Grupo Posadas to stay afloat in one of the most affected markets. Thanks to the visibility provided by Qlik, Grupo Posadas was able to identify its most significant needs, allowing it to negotiate with suppliers, engage with its client portfolio, and optimize payments, purchases, and debts.

The versatility of the cloud

The adoption of Qlik Cloud Analytics provides significant benefits, such as a more intuitive interface that enables non-technical staff to develop applications and process data for decision-making. In addition, it guarantees availability and frees up Grupo Posada's internal team from managing the infrastructure, as the provider offers specialist technical support, which ultimately increases the organization's competitiveness.

As more teams see the platform's benefits, Grupo Posada aims to enhance machine learning for intelligent automation and explore its possibilities further. Similarly, the team plans to unify its systems to create a data lake, allowing for the consolidation of information in a centralized ecosystem.

All these capabilities put Grupo Posadas a step ahead of the competition, turning previously unknown data into opportunities to improve what matters most: the experience of its guests.

Make game-changing analytics accessible to everyone

[Learn more](#)



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com



About Data IQ

With over 15 years of experience, Data IQ Mexico empowers organizations to make smarter decisions through comprehensive data analytics solutions. We support companies across a wide range of industries throughout Mexico - offering end-to-end services from data capture to in-depth analysis - delivered through a consultative approach tailored to each client's unique needs.

As a trusted Qlik partner, we provide expert consulting and training, and access to a certified team that ensures technical excellence in every project. But we don't just implement technology - we transform the way our clients interpret and utilize their data to unlock strategic advantage.

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