



CUSTOMER STORY

DATA INTEGRATION

# PALLADIUM

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H O T E L   G R O U P

Palladium Hotel Group places customers at the heart of the hotel experience with Qlik



## About Palladium Hotel Group

Palladium Hotel Group is a Spanish multinational hotel operator born in Ibiza with a history that dates back over 50 years. The company currently operates over 40 hotels in Brazil, the Dominican Republic, Italy, Jamaica, Mexico, Spain, the USA and the United Arab Emirates, under 10 distinctive brands that include TRS Hotels, Ushuaïa Unexpected Hotels, Grand Palladium Hotels & Resorts and the franchisee brand Hard Rock Hotel in Ibiza, Tenerife and Marbella.

Qlik Talend is a vital component of a new cloud-based, data-driven architecture and business strategy at Palladium Hotel Group, enabling quick and accurate collection of data from a disparate range of sources. The insights gained now inform critical decisions and market responses to further improve the customer experience across the business's locations.

**“Data is the gold of the 21st century. Qlik Talend allows us to continue to promote a data-driven culture that ensures high-quality information and allows us to continually improve the customer experience.”**

Gustavo Cueva, Data & Analytics Senior Manager, Palladium Hotel Group



### Customer Name

Palladium Hotel Group

### Industry

Retail & Services

### Geography

Ibiza and Madrid, Spain

### Function

Finance, IT, Marketing, Sales, Operations

### Challenges

- Improve accuracy of knowledge of a broad customer base
- Accelerate access to data to inform key business decisions
- Build a scalable, unified and future-ready data architecture

### Solution

Qlik Talend is now a vital component of a new data-driven strategy, enabling quick and accurate access to a disparate range of sources.

### Results

- 75% decrease in reporting time and 90% increase in forecasting accuracy
- Reliable, fast and high-quality data informs key decisions across the business
- Data now further enhances drive for customer-centricity



## Surpassing expectations with a customer-centric service

For guests at a Palladium Hotel Group destination, the experience is everything. And whether it's an ultra-luxurious urban hotel or a unique family vacation, the commitment to deliver bespoke and unique offerings is based on a strong understanding of its guests.

"We aim to know why our guests choose Palladium Hotel Group," says Gustavo Cueva, Data & Analytics Senior Manager at Palladium Hotel Group. "Our principal goal is to turn guests into loyal fans and, to do that, we need to know about them and their preferences – from how old they are and whether they have a family to what their favorite wine is."

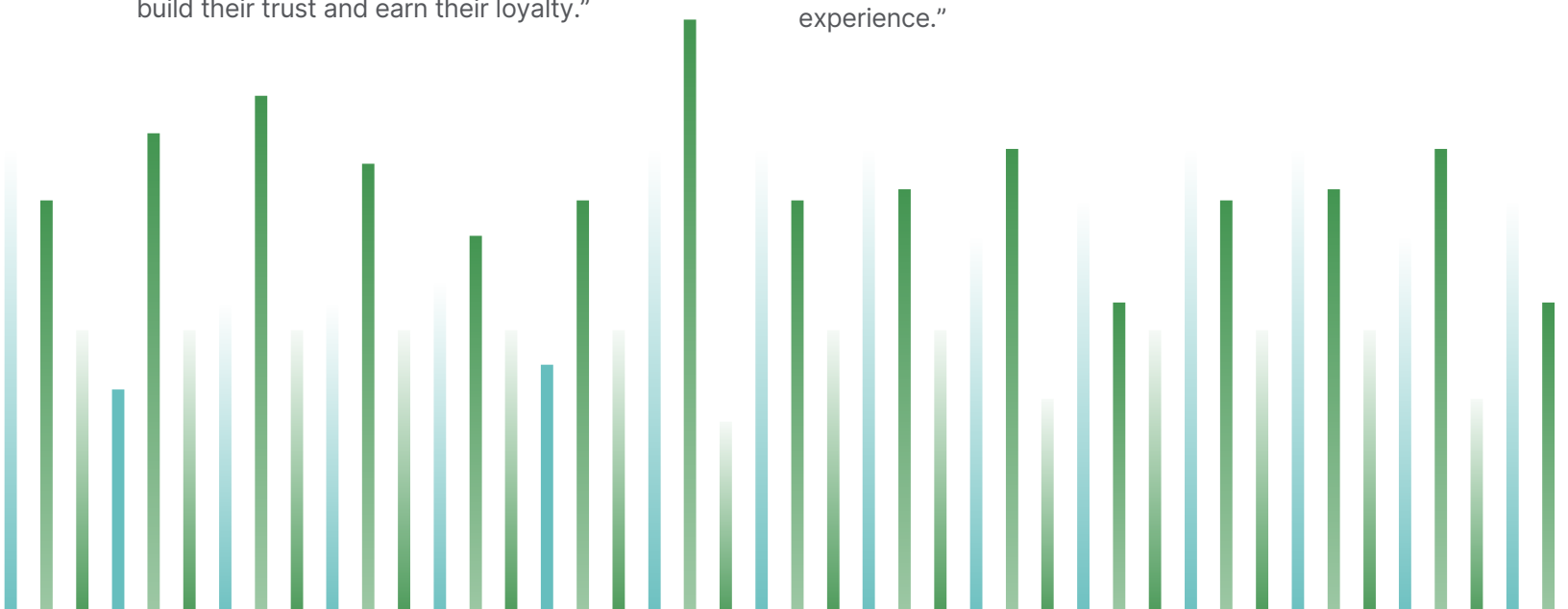
"In a highly competitive hotel industry, continuous improvement is essential," adds Marcel Alet, CIO at Palladium Hotel Group. "Our goal is to not just meet customer expectations but to surpass them and build their trust and earn their loyalty."

These were the main objectives behind Palladium Hotel Group's initiative to become a data-driven business with a strong knowledge of its market and the capability and flexibility to respond to evolving demands.

"The key to our long-term success is the ability to make better-informed decisions, anticipate market trends and adapt quickly to changes," Alet adds. "Data is essential to accelerating and streamlining processes, increasing operational efficiency and improving the guest experience by offering a customer-centric service."

However, for Palladium Hotel Group to continue to build out its offering and implement its strategy, it needed to move away from an aging environment that struggled to provide data quickly and reliably.

"Data is the gold of the 21st century," Cueva notes. "Qlik Talend allows us to promote a data-driven culture that ensures high-quality information and allows us to continually improve the customer experience."





### **A key component of a cloud-based architecture**

Specifically, the group needed a solution that would integrate data at high speeds and accuracy from an increasingly complex and geographically scattered IT landscape.

“We needed a tool that would give us the versatility to connect to many data sources and handle the large amounts of complex data we generate today,” Cueva notes. “We evaluated several solutions and chose Qlik Talend because, as well as meeting our initial requirements, it also aligned perfectly with the future developments we want to achieve.”

Palladium Hotel Group’s cloud-based data environment now centers around a Snowflake storage platform in AWS, using Qlik Talend as an integration tool to acquire and funnel data from a complex and disparate enterprise-wide set of sources.

“Our entire environment runs on AWS and, as with Snowflake, the integration has been flawless with zero issues,” Alet adds. “AWS provides us with the flexibility to scale quickly and adapt as our needs evolve and Qlik Talend allows us to monitor our data and identify and fix errors very quickly. It’s a key component of our architecture.”

“The most important data source is our property management system (PMS), which handles all our core hotel operations,” Cueva continues. “Other sources include our financial software, customer satisfaction data and even flight information. Qlik Talend ensures that all these data flows are managed efficiently and reliably.”

### **Enabling new levels of control and precision**

Six years after implementation, the new infrastructure unifies data across the company’s complex organizational landscape, enabling fast integrations, improved data quality and accurate and reliable insights into its operations.

“Qlik Talend allows us to manage and orchestrate data with high levels of control and precision and the interaction with Snowflake has been seamless,” says Alet. “In less than six months we were able to show results from our core systems.”

Palladium Hotel Group now uses data delivered by Qlik Talend to extend the personalization of guest experiences, streamline processes and respond swiftly to market demands.

“The insights we gain enable us to anticipate customer needs and optimize both our services and operational efficiency,” Alet continues.

“Palladium Hotel Group staff and managers in all departments across all our hotels are experiencing greater efficiency and can make faster, data-driven decisions.”

“We can translate complex analysis into actionable insights,” Cueva adds. “We can also access data in real time, which allows us to make better decisions faster, without having to worry about reliability or accuracy.”

Cueva notes that the group has reduced reporting times by around 75% and increased the accuracy of its forecasting by around 90%.

“More importantly, people trust the data,” he adds. “We have become a reference point within Palladium Hotel Group; all departments use our data to support their decisions and we can help them take the customer experience to the next level.”

Looking ahead, the company plans to continue to leverage Qlik Talend to drive yet more innovation and further sharpen its focus on customer service, personalization and sustainability.

“We aim to continue improving our relationship with Qlik as a long-term partner that can help us address future challenges,” Cueva concludes. “Our goal is to consolidate high-quality data on an even larger scale to improve the customer experience further. Qlik Talend will provide the versatility and speed we need to achieve this.”

**Get more value from your data with Qlik Talend**

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## 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.

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