



**Company:** Hyatt Hotels

**Industry:** Travel and Transportation

**Oracle Technology and Services:**

- Oracle Products Consulting Services provided by [Cambridge Consultants \(Solutions Provider\)](#)
- Oracle JDeveloper / Oracle ADF
  - ADF Business Components
  - ADF Faces
- Oracle Reports
- Oracle Discover
- Oracle Workflow
- Oracle DB Standard Edition
- Oracle Application Server (Java Edition)

**Additional Software:**

- Subversion
- Linux

**Key Challenges:**

- Develop a centralized web based application to manage the capital project planning and execution for Hyatt properties.
- Quick turnaround - only 3 month lead time to develop, test and train on use of the application.
- JSF had just been released and Cambridge Consulting was new to this technology.
- The application must significantly reduce and simplify the overall capital project planning and execution process.

**Solution:** Web based application that reduced Hyatt's capital project planning and execution process from 5 months to 6 weeks.

**Executive Summary:** Hyatt Corporation is one of full-service luxury hotels and resorts with more than 200 locations in about 40 countries. Its core hotel brand, Hyatt Regency, offers well-appointed rooms, fine dining, and exceptional service targeted primarily to business travelers and upscale vacationers. The company also operates properties under the names Grand Hyatt and Park Hyatt. The Hyatt chain of hotels traces its roots back to 1957.

Hyatt Corporation, consulting services provided by Cambridge Consultants, released Phase 1 of their Capital Project Planning and Execution application in the Spring of 2006 after a 3 month lead time to develop, test and train users of the application. Phase II (How

to track against the plan created in Phase 1) was released in the Fall of 2006. The application was developed using JDeveloper / ADF, BI-Reports, and BI-Discover.

Cambridge Consultants is a leading technology and innovation company, renowned for its ability to solve technical problems and provide creative, practical solutions to business issues. They won the contract with Hyatt by providing a low-cost, rapidly developed, simplified and efficient web based application to solve Hyatt's needs as explained by John Stegeman of Cambridge Consultants.

**The Business Issue:** The Hyatt Application used to manage the capital project planning (budgeting) and execution (creating purchase orders, tracking budget, PO approvals, etc) for Hyatt properties was utilized by each of Hyatt's properties, which numbered in the hundreds, on a yearly basis to create a 10 year plan for required projects.

Hyatt projects consisted of a number of things required in the maintenance of their properties including renovation of rooms, restaurants, spas, pools, building equipment, food service items, etc.

Their system was based on Visual Basic, Microsoft Access and Excel. The issues faced during each planning cycle included the following:

- The application was hard to use.
- The application didn't encapsulate the business rules efficiently.
- The application was PC based so each property had its own application and own database, which after the planning cycle had completed, was then sent to a team of Hyatt representatives for compilation. In other words, visibility was poor.

Hyatt requested a centralized web based application to resolve these issues and provide their properties with a streamlined method of completing the planning and execution process in a timely fashion.

**The Oracle Solution: Oracle JDeveloper / Oracle ADF, Oracle Reports, Oracle Discover:** As Hyatt evaluated the options, it became clear that they would have to look to outside assistance to satisfy their needs and they had no preconceived notions of what technologies would be best.

“We were able to implement a solution based on Hyatt's requirements of a centralized Web based solution with only a 3 month lead time to production.” Said John Stegeman, Technical Project Manager with Cambridge Consultants, “The decision to go with JSF and ADF Faces over Struts, even though the technology had just been released, allowed us to rapidly develop approximately 70 screens in a very short time frame. In addition through the use of BI-Reports we quickly developed close to 20 reports.”

Other technologies utilized included JDeveloper and Oracle ADF (ADF Faces and ADF Business Components), Workflow for Approvals, Oracle Discoverer, and Oracle Application Server. The Architecture for this application is a 3-Tier environment with the database deployed to 1 server, BI-Reports and BI-Discover deployed to a second server,

Oracle's Application Server deployed to a third server with 4 CPUs and 3 jvms. This is identified as a complete Oracle Solution by Cambridge Consultants.

**Hyatt Application Project Scale:**

- Technical Project Manager
- Hyatt Business Owner responsible for the business process and interface mockup
- 3 Developers
  - 2 JDeveloper Developers
  - 1 Oracle Reports Developer
- 70 – 100 screens to develop
- Close to 20 reports to develop

**Oracle Value:**

- Development cycle was very short and utilizing Oracle JDeveloper and the other Oracle technologies outlined allowed for Rapid Application Development within a 3-month period for Phase 1.
- Fast startup with JSF, a new technology at the time. While the developers were new to the technology, JDeveloper and ADF Faces provided an easy learning experience.
- Approval process for purchase orders was reduced by 2 weeks through the use of Oracle Workflow.
- The Oracle Solution cost 2 to 10 times less than the competition, which is inclusive of development, support and hardware.

**Business Value:**

- Improved customer satisfaction by building a foundation for providing centralized capital project planning and execution using the internet.
- The Capital Project Planning (Budgeting) and Execution process was streamlined and the effort was reduced from 5 months to 6 weeks.
- Reduced system maintenance cost by building a centralized web-based application.
- Enabled monitoring and enforcement of internal business processes, which allowed for better management of cash flow as defined by Hyatt's business policies.

**Credits:**

Hyatt Hotels

John Stegeman, Cambridge Consultants

Dana Singleterry, Oracle Corporation