



Qualex Case Study



Grupo Punta Cana – Puntacana Resort & Club Company Overview:

Puntacana Resort & Club is located in the Dominican Republic within the waters of the Caribbean Sea. Its 26 square mile resort offers countless recreation, relaxation and dining opportunities and now includes Tortuga Bay (54 rooms), The Westin Puntacana Resort & Club (200 rooms), Four Points by Sheraton Puntacana Village (125 rooms), Six Senses Spa, the Puntacana Ecological Foundation and diverse residential communities (Corales, Playa Serena, Hacienda, Hacienda del Mar, Arrecife, Tortuga Bay and The Marina), a full service marina, 8 restaurants, a shopping village (03 shops), a P.B. Dye designed golf course and 2 championship golf courses.

Grupo Punta Cana – Puntacana Resort & Club Objectives:

Puntacana Resort & Club struggled with accessing the data collected from their transaction-based, operational systems to build and develop Ad-Hoc reporting. The data was there, it was just difficult to get to it.

Qualex Solution:

Leveraging our knowledge of hospitality operational systems, data warehousing, database marketing & analytics, Qualex implemented a solution that provided Puntacana Resort & Club's database operational, marketing and tactical team with quick & easy access to their data. Prior to Qualex, building reports, dashboards and the analysis was a manual process and often took several days or weeks.

Overall Results:

After this implementation, these tasks were demonstrated to be reduced to minutes. Time that is being traditionally used by the Casino staff to manually build and analyze reports and dashboards can be now used to evaluate & modify existing marketing strategies; thus, giving the property the ability to allow their data to drive strategic marketing solutions to increase traffic to the property.

Quote:

"We didn't know how to make the most out of all the tools we had on hands and Qualex helped us to discover that and get consolidated and useful reports with information that allows us to identify significant data, such as loyal customers. Thus, we can now create more direct and effective marketing campaigns. The iQ-Gaming Solution implementation also made us aware of inconsistent data in our Warehouse."

Ruben Tineo - SAP Competence Center Manager

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