



SUCCESS STORY
Hospitality

NAVIS
More Performance. More Profit.

NAVIS | PROBLEM SOLVED

NetApp helps NAVIS analyze ever-growing amounts of data for its hospitality industry clients, enhance its applications' responsiveness, and rapidly develop new services.

Unearthing Hidden Revenue for Hospitality Clients

In the competitive hospitality industry, every dollar counts, so hotels, resorts, and vacation rental companies are turning to cloud-based platforms like NAVIS for reservation sales, marketing and call center solutions to maximize bookings. NAVIS clients experience improved profitability with nearly two-thirds reporting revenue gains of at least \$250,000 annually, and NetApp provides a solid infrastructure that reliably delivers data for these NAVIS solutions and supports the development of new ones.

Another NetApp solution delivered by:



Speed DevOps environment creation from

2 hours
▶ **30 min**

for faster app development

Deliver excellent performance for data analytics applications,

increasing customer results

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“With NetApp All Flash FAS, we no longer have to be concerned with storage being a limiting factor when it comes to bringing in or processing more data. We can now concentrate on developing the applications and upgrades that will bring the most value to our clients.”

Damion D’Oyley,
Senior manager of information technology, NAVIS

NAVIS is distinguished by a relentless drive to deliver results through software that helps clients better follow up on leads, engage with their guests, and provide them with the best possible stays. This zeal for client success has made NAVIS the No. 1 reservation sales and marketing technology provider for the hospitality industry. Its client roster is comprised of 375 hotels and resorts and 225 vacation rental companies, including Two Roads Hospitality, Wyndham Vacation Rentals, PGA National Resort and Spa, and Auberge Resorts.

NAVIS applications streamline sales, marketing, and booking workflows. As companies interact with guests, NAVIS software captures relevant details that enable better interaction and follow up, as well as metrics for actionable responses. Says Damion D’Oyley, senior manager of information technology at NAVIS, “Our solutions continually collect data on every booking and

marketing interaction between hotels and guests across digital and phone touchpoints. Our services analyze this data to measure the full impact of each sales or marketing effort, and to identify course corrections that result in revenue and guest experience improvements.”

With information from NAVIS, clients develop sales and marketing plans informed by the behavior of real guests and driven by proven strategies while weeding out what hasn’t worked. Clients tailoring sales and marketing strategies based on NAVIS’ data and insights have experienced an average revenue increase of \$4,800 per room/unit each year.

NAVIS relies on a NetApp flash solution to manage the customer data that’s the backbone of its services. NetApp’s superior performance and capacity enable NAVIS to effortlessly manage rapidly

BUSINESS BENEFITS

- Deduplication and compression features optimize the use of existing storage so it can easily meet the demands of NAVIS applications without bottlenecks
- High storage performance means guest data is delivered to call center agents instantly, so they can respond more quickly and deliver a better customer experience
- All Flash FAS allows NAVIS to spin up storage more quickly so that the company can bring out new applications with greater agility
- NetApp scalability means NAVIS no longer is concerned about developing new apps that will bring in additional data

growing data stores, deliver a more responsive, personalized reservation experience, and more quickly develop new data-driven solutions for its clients.

INCREASED CAPACITY FOR GROWING DATA STORES AND ANALYTICS

Clients use NAVIS data and customer analytics to pinpoint ways to improve profitability across their operations. Skamania Lodge, a resort in Washington state, for example, uses data and NAVIS' CRM solutions to power outbound target marketing to guests who don't make reservations right away. That effort has already resulted in nearly \$150,000 in additional revenue for the lodge this year.

Sundance Mountain Resort, a ski resort in Sundance, Utah, uses the NAVIS Reservation Sales Software to gain visibility into conversion

rates and outbound calls, along with crucial pieces of guest information. Greater visibility led the resort to revamp its cancellation policy, which significantly boosted guest conversion rates.

As NAVIS continues to aggregate and process increasing amounts of data for its clients, the appropriate storage is a necessity. A previous SAN system created bottlenecks for certain tasks. For example, the SAN had some high-performance clusters within VMware and other slower clusters that throttled some operations. With NetApp's deduplication and compression capabilities, NAVIS optimized the storage usage to easily manage application demands.

PERFORMANCE TO MEET DEMAND

The demand for NAVIS' powerful suite of sales and marketing

solutions has grown steadily each of the last 12 years. In fact, the company now handles more than 110,000 phone calls each day for its clients, and 6x more digital interactions. When the company's previous spinning disk SAN system experienced performance issues, agents at the point of sale were left waiting for the system to deliver the lead intelligence needed to personalize their responses to customer emails or phone calls. "After migrating to NetApp All Flash FAS," says D'Oyley, "we achieved high performance that enables agents to respond instantly, and deliver an excellent experience without adjusting or optimizing our platform."

MORE PERSONALIZED APPLICATIONS

NAVIS' cloud-based platform was designed to set a strong foundation for future software applications that will further improve customer service and business results for clients. This includes the potential for applications that help determine which personalized services to offer to gain a competitive advantage. With NetApp technology as a foundation, NAVIS accelerates time-to-market for these new applications by speeding the development process.

"We're in the process of spinning up our DevOps and automating our

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entire infrastructure using modern production infrastructure development tools so we can build and test new environments on the fly,” says D’Oyley. “With our previous storage, it was very time-consuming to spin up machines—and dependencies meant one machine might have to wait for another. NetApp All Flash FAS has made this process lightning fast. The spin-up process now takes 30 minutes rather than the 2 to 3 hours with our previous SAN storage system, so we can roll out new applications with greater agility.”

NetApp also supports the increased data management demands that will accompany NAVIS’ growing application portfolio. “We have several new projects that are going on right now that will bring in more data,” says D’Oyley. “With NetApp All Flash FAS, we no longer have to be concerned with storage being a limiting factor when it comes to bringing in or processing more data. We can now concentrate on developing the applications and upgrades that will bring the most value to our clients.”

SOLUTION COMPONENTS

NETAPP PRODUCTS

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CDW

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