ANALYTIC VIZION

Modernizing Brand Standard Management at Scale

Analytic Vizion partnered with a leading global hospitality company to streamline and modernize its approach to managing brand standard updates across dozens of hotel brands and international regions.

> *We reduced each line item from 172 fields to just 12. That saved over 600,000 data entries—preventing errors and saving millions in staff time.*

ANNA KISTING
Analytic Vizion

THE CHALLENGE

The client was managing thousands of brand standard updates annually—ranging from room features to safety requirements—across a vast portfolio of global hotel properties.

These updates were tracked using hundreds of Excel spreadsheets, each containing hundreds of line items and 172 data fields per line, resulting in:

- Excessive manual effort
- Frequent errors and inconsistent data
- Duplication of effort across teams

The approval process spanned multiple departments and global regions, but lacked a centralized system—leading to confusion, delays, and insufficient traceability.

With ongoing expansion and brand acquisitions, the existing process had become unsustainable and was hindering operational agility.

OUR APPROACH

Process redesign: Reduced each line item from 172 fields to just 12 by pre-populating known data and automating repetitive inputs.

Smartsheet automation: Created dynamic workflows and data routing logic to distribute line items across multiple sheets, maintaining system performance under heavy usage.

Approval tracking: Built region- and role-based approval dashboards to streamline decision-making and ensure full visibility across stakeholder groups.

User adoption enablement: Simplified the interface to boost engagement and ease of use, particularly during high-volume periods.

THE RESULTS

600,000+ data entries eliminated, resulting in nearly 100,000 hours of time saved, equating to an estimated $4 million in staff cost savings.

Improved data accuracy, reducing risk by pre-filling existing standards and minimizing human error.

Faster, more transparent approvals, enabling teams to easily view, track, and complete their tasks.

A fully scalable process that supports continued brand growth and ensures operational consistency across a global footprint.

TOOLS & TECHNOLOGY

The solution was developed entirely in Smartsheet, leveraging its full suite of features:

- Formulas and automation to dynamically assign tasks and route data entries to the appropriate sheets.
- Role-based dashboards that streamlined regional and departmental approvals.
- Custom load-balancing mechanisms to handle platform limitations and optimize system performance under pressure.
- Planned future enhancements using premium add-ons to extend functionality as the client continues to expand.

smartsheet