

# SiSense Case Study: Magellan Vacations

SiSense Prism enables Magellan Vacations to take a break from data crunching headaches.

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## Overview

In 2000, a travel professional realized that there was a huge niche market for travel: luxury hotel bookings, focusing strictly on four- and five-star properties. Magellan Vacations was born. The company caters to discerning travelers looking for personalized recommendations about the location, view, and overall comfort of each hotel room. Instead of booking a room online, Magellan Vacations's customers converse with carefully-trained booking agents. These agents have stayed in the luxurious hotels they book for clients in core destinations like Los Angeles, Miami, and New York City, among others. To ensure each booking fits the client perfectly, Magellan Vacations's agents spend at least 15 minutes on the phone with each client. The company now tops \$80 million in sales annually and employs over 80 people, including booking agents, a marketing department, and IT staff.



"SiSense Prism's greatest strength is the ability for users to build their own reports. SiSense is our tool of choice at Magellan Vacations – we have abandoned all SQL reporting, and everyone in marketing, operations, sales, and even executives use their own dashboards every day." – Andrew Vignuzzi, COO

### Why SiSense?

- **Allows business users to create their own reports quickly**
- **Lets users share and review near real-time reports on the web, securely**
- **Analyzes large amounts of data quickly from multiple data sources**



Building your own dashboard for reporting or monitoring data? Download our free white paper, [The 8 Laws of Dashboard Design](#), to learn how to avoid some of the most common dashboard design mis



## Challenge

Because Magellan Vacations's clients speak to agents by phone, the company needs to track typical sales metrics, like closing rates, commissions, and bookings by destination. When Andrew Vignuzzi, COO, came on board Magellan Vacations, the company already used software from a leading in-memory vendor – but the software's performance was sub-par. It would try to run reports for up to 20 minutes, then simply run into “out of memory” errors. Meanwhile, the server would slow to a crawl. Put simply, this tool wasn't living up to its name. Magellan needed a new BI tool, and they had three main requirements:

1. Near real-time feedback for agents on sales closed, destination performance, and other metrics that would help them better serve customers;
2. A dashboard and report-building mechanism that was simple enough for non-technical users to be able to create their own reports and drill down into data; and
3. Nimble and scalable enough to not require major infrastructure upgrades or slow existing infrastructure to a crawl as reports are generated.

## Solution

SiSense wasn't the first solution Magellan Vacations tried to wrangle its data with. The company evaluated several tools and even began working with one to replace the defunct homegrown solution. Unfortunately, the tool it chose had usability challenges. To continue using that tool, the company would have to outsource most of the reporting at great cost and would have to hire a new IT staff member, to the tune of \$80,000 per year on top of the cost of the tool.

Finally, Vignuzzi came across SiSense. The solution offered what he and his team needed: a near real-time results dashboard that didn't bog down the company's servers and was intuitive enough to allow non-technical users to create their own reports. SiSense Prism could handle large amounts of data, with a near real-time query speed over these data sets. Users wouldn't need SQL knowledge to use it, and marketing and operations could be more engaged in the reporting process. This took the burden off IT for reporting and would result in a lower total cost of ownership.

“We wanted a solution that would solve the real-time requirements of the sales floor,” Vignuzzi said. “SiSense Prism could handle that kind of data problem, slicing and dicing



information to provide the best visualization. Plus, end users could create the reports themselves.”

## Results

SiSense Prism has helped Magellan Vacations’s IT department reclaim time, provide its booking agents with near real-time feedback, and allowed team leads to coach and counsel agents to meet their sales goals. The rest of the company can call up reports immediately, instead of waiting for a published report. Data can be manipulated on the fly, allowing users to drill down into the data via their dashboards. The best part is, the IT department doesn’t need to create the reports because SiSense Prism is so user-friendly. His team was able to quickly build cubes to explore and analyze data, then run reports on the data.

“Everyone is much closer to the data,” Vignuzzi said. “Non-IT users can now analyze data and take advantage of the data. Before, each report had to be generated, and with SiSense Prism, we can restructure the reports by destination or agent. It’s easier to find that needle in the haystack when you can so easily search! ”

Magellan Vacations expects to use SiSense Prism even more as the company grows and the product matures. “One of the selling features, when we bought SiSense Prism, is that the browser-based capabilities were just starting to come out,” Vignuzzi said.

For Magellan Vacations, which crunches data from two different databases and manipulates hundreds of thousands of rows, SiSense Prism allows IT, marketing, sales, operations, and executives alike to relax as if they were at one of the luxury hotels they provide to clients.

Don’t just read about SiSense Prism—try it! [Download a free 30-day software trial](#)