



# Marketing Reports Controls

## Overview

This feature applies primarily in a shared MA database environment but will also apply to an environment with multiple buildings (single or multi property). The purpose of this feature is to provide controls over which buildings are included in several reports. The challenge with a multi building environment (and a shared MA database in particular) is that any Marketing Analysis reports will reflect the consolidated results of all the building data in the MA database. E.g. if 10 distinct hotels share an MA database for guest consolidation, then when any single hotel prints a Marketing Report, the report results will reflect all 10 hotels, not just the one hotel that runs the report. This example would provide unacceptable results to the single hotel (but may be the desired results of the corporate office that manages the 10 hotels. This new feature was designed to address this issue by allowing a clerk based configuration of which buildings are included in the reports when run by a specific clerk.

## Supported Reports

The following reports are supported by this feature:

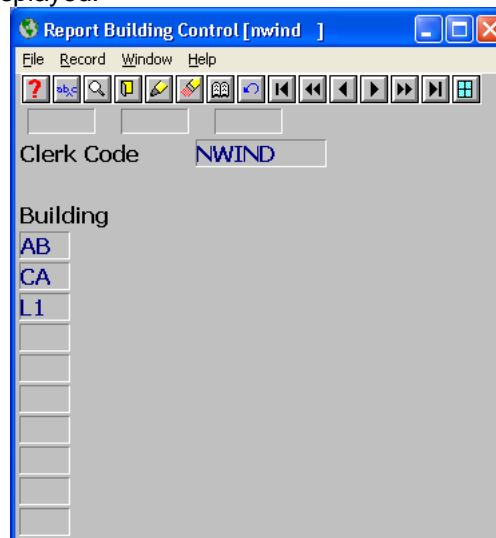
- Reservations Geographic Breakdown Report (fdgebr)
- Guest Type/Source/Subsource Report (fdguty)
- Reservations Lead Time Report (fdlead)
- Source/SubSource of Business Report (fdmame)
- SubSource of Business Report (fdmebr)
- Rate Breakdown Report (fdrebr)
- Return Guest Report (fdregu)
- Room Type Breakdown Report (fdrtbrkd)
- Travel Agent / Tour Operator Productivity Report (fdtrwh)
- Yield/Trend Analysis Report (fdyldrpt)

## Configuration

Configuration of this feature is very simple. For a specific clerk, assign the buildings that will be represented in any of the supported reports they elect to run. For specific purposes, such as a corporate report of all buildings or a regional report of several buildings, new unique clerk logins may need to be setup for this purpose.

To setup this feature select: Global > System > Support > Report Building Control

The following window will be displayed.



Use this window to configure the buildings that will be included for the specified clerk when they run the supported reports. Please note that there is a lookup for the clerk code, but there is not a lookup available for the building code. In a shared MA database environment, each hotel will be required to configure this window for their clerks.

**NOTE:** If entries are not made on this window for a clerk, that clerk will only be able to see report results for ALL buildings in their local GB database. This means that no configuration is necessary unless a clerk is required to view the data of buildings other than those in their immediate database.