



# THE IMPORTANCE OF POWERFUL REPORTING

*Facility and resource scheduling questions  
EMS can help you answer*

EMS facility and resource scheduling systems come with an array of standard reports.\* From daily operations to sales and statistics, the information you need to run an efficient scheduling operation is available to you. No need to write your own reports from scratch; you can focus on how to use the data provided by reports you already have to improve your procedures and your bottom line.

In addition to providing you with a wide range of reports, EMS gives you great flexibility in each report, allowing you to specify criteria like event type, building/room, customer type, etc. to ensure that you get the information you need. Many reports also give you a number of format choices. And if the data you need isn't covered by a standard report, many EMS systems come with a Query Builder tool through which you can create your own custom queries, generate graphs and export results as needed.

**“I never thought to ask that!”**

If you haven't had a full complement of reports at your disposal, it's easy to overlook some of the questions your scheduling software could be answering for you.

Here is just a sampling of the hundreds that EMS can:

## **Operational reporting**

*For the people “in the trenches,” nothing is more important than clear, concise operational reports and the questions they can answer.*

What is going on today in my facility?

When's the first event? The last event?

Which events require setup?

How much time do we have to setup for events?

Which events will include catering? A/V equipment? Personnel? Etc.?

What is the schedule of catering/A/V/personnel etc. service orders for the day?

What A/V deliveries are scheduled?

What equipment do I need to prepare to be delivered?

How many cancellations have there been this week? Month? Year?

## Revenue reporting

For organizations that charge for the use of their rooms and resources, being able to assess revenue totals, sources, etc. is critical.

- How much revenue are we generating from the rooms and services we provide?
- What is the value of the rooms and services that we are providing to internal groups for “free”?
- How does the catering revenue compare to my room rentals?
- Which customers or types of customers provide most of our revenue?
- Which items on our catering menu sold the best last year?
- What were the ten largest events we held last year in terms of revenue?
- How many pending events did we confirm or cancel this month and how did that affect our revenue?

## Facility Statistical reporting

It's difficult to run a scheduling operation effectively without knowing how often your rooms are used, for what types of events, by what types of groups, etc.

- How many people attended events hosted at our facility?
- Which specific rooms or types of rooms were most/least heavily utilized?
- How does the use of Building A compare to the rest of the buildings in my organization?
- At what time(s) of day is my facility most/least utilized?
- How many hours do my rooms sit unused during a typical day?
- How much does my facility cost me to operate when it is being utilized vs. times when the facility is unused?
- Which groups draw the most people to my facility?
- How many requests do we receive from our online request form vs. phone? Email?
- Are events being held in rooms that are appropriate for the number of attendees?

## Academic reporting

Academic scheduling is a specialty within the field that is characterized by unique processes and unique analyses, so it's important to have reports that gather the right information for you.

- Which classes have space requirements that are not being met?
- Which classroom features or technology is in high demand? How well are we able to meet these demands?
- Is our room inventory a good match for our class requirements?

How many course hours are being taught by each department in our facilities?

Are too many classes occurring during “prime time” (i.e. 9:00 am – 3:00 pm M-Th)?

Which classrooms are most heavily utilized?

Are the class sizes appropriate for the size of classrooms that we have?

What is the final exam schedule for the term?

## Office Hoteling reporting

In order to get the most value from a shared workspace initiative you need to be able to make well-informed decisions about space utilization.

Which employees are not using the rooms and/or workspaces they have reserved (i.e. “no shows”)?

Do we have any employees that are booking multiple workspaces for the same time and not cancelling the ones they are not using?

If so, which employees are doing this and what rooms do they have booked?

How many and what percent of our workspaces were booked last month, quarter, year, etc.?

What percentage of the room bookings were actually “checked into” and used last month, quarter, year, etc.?

I have a large team coming in from a visiting office next week. What is the availability of workspaces that week and do I have enough to accommodate them?

I want to compare the utilization of workspaces among all of my locations. How do I do that?

## Query Builder – Ad Hoc Report Creation Tool

When you have a question not answered by one of the standard EMS reports, the Query Builder is a user-friendly alternative to custom report writing tools that can be used to create custom queries. Any combination of the hundreds of data items in an EMS database can be used to create a query.

As a bar graph, what was the attendance in my facilities over the last 12 months for major events?

For marketing purposes, what are the names and addresses of people who booked space with us last year?

What was our attendance for the past 18 months for events with food?

In chart form, what was my department’s event-related revenue, by month, for the past 3 years?

## Advanced Analysis and Business Intelligence Tools

When the questions you need answered are more complex, the business intelligence tools in EMS allow you to aggregate and summarize data to make it more useful for providing historical, current and predictive views of your business operations.

Why did event volumes spike in the fall and drop in the winter?

Who is using our most popular room and for what events?

How often is my A/V equipment being utilized?

Which items are most utilized?

Do I need to budget for purchasing more?

Why are people canceling events at our facility?

How much are these cancellations costing us in terms of lost revenue?

## Customer-Facing reports

When it's your visitors that need answers, there are reports for that, too.

What is the date and time of my event?

What resources and services have I arranged for?

What do I owe for my recently-completed event?

As I arrive at the event site, where is my meeting?

What is my outstanding balance with you?

What payments have I made against this invoice?

In short, if you have a question about your facility and resource scheduling operations, EMS can answer it for you!

To learn more about a particular product's reporting capabilities, start by checking out the "Sample Reports" document for that product on our website ([www.dea.com](http://www.dea.com)). Then talk with one of our sales representatives to get even more details.