

Success Story

Granular reporting enables luxury hotelier to increase efficiency

Dakota Hotels puts sustainability centre stage with Sage Intacct and Percipient

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Sam Hartley,
Finance Director, Dakota Hotels

Dakota Hotels started with two unique hotels in Scotland, and have since expanded further across the UK. Now, with hotels in Edinburgh, Glasgow, Leeds and Manchester, they have built a brand that is synonymous with style and impeccable service.

The luxury accommodation brand is accelerating growth and sustainability by switching to Sage Intacct, powered by Amazon Web Services (AWS), partnering with the award-winning Percipient. Their solution was ready to go in just 10 weeks, and it has already helped the group to significantly lower energy consumption.

Key outcomes:

- Cut the time month-end tasks take from days to hours.
- Real-time insight means problems can be headed off before they become business risks.
- Sage Intacct insights helps reduce energy bills by tens of thousands of pounds annually.
- Clear, accessible view of critical insights with automated reports.
- Time saved can now be spent focusing on delivering value to customers.
- Granularity of reporting enables comparison of trends to identify cost savings and efficiencies.



Sage

Company
Dakota Hotels

Location
United Kingdom

Industry
Travel & Hospitality

Sage Product
Sage Intacct

Partner
Percipient


DAKOTA
HOTELS

About Dakota Hotels

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Choosing Sage Intacct and Percipient

Dakota Hotels chose AWS cloud-native Sage Intacct because it's easy-to-use and comes with robust dashboards and reporting capabilities straight out of the box. On top of that, they needed cost-effective software that could scale with the business as it continues to grow: "There was nothing else on the market at a reasonable price point" says Sam Hartley, Finance Director at Dakota Hotels.

As members of the Hospitality Professionals Association (HOSPA) and 2021 Sage Partner of the Year, Percipient was the natural choice for Dakota Hotels when it came to getting the job done.

"Set up of the system was fairly straightforward, helped hugely by the cloud deployment model," adds Sam. "Percipient's Cloud Connect API-led integration technology, which allowed Sage Intacct to easily integrate with Dakota's other core systems, including PMS and procurement platforms, was also key."

Five locations, one source of truth

Each hotel under the Dakota brand runs its own P&L, calling for a cloud-based solution to support a multi-entry model. That's where Sage Intacct - which is cloud-native on AWS - shines, giving each hotel autonomy without compromising consolidation, reporting, or intelligence at group level.

"At any given point we have access to one version of the truth, and can spot anomalies, patterns or opportunities," says Sam. "The value of this real-time insight is that problems can be headed off before they become business risks, and opportunities can be leveraged to drive increased service or profitability while the window is most open. We also have a live group position which was difficult to achieve before, as the process relied upon input from each of our hotels."

The best bit? Even non-financial employees can get a clear, accessible view of critical insights as and when they need it, calling up reports in the time it takes to click a button. Forget manual re-keying of data—employees have everything at their fingertips, with the power to make any changes as required.

Sam notes "Sage Intacct will be key to helping our teams to unleash their potential, deliver value and become more strategic going forward. This ability to focus on our ethos and guests, rather than spending time looking for data, will accelerate our journey and underpin our future growth plans."



Dakota Hotels now have a transparent view of finances thanks to Sage Intacct.

Saving time and money

The labour challenges that came as a package deal with the pandemic have posed a problem for the hospitality sector. As a result, Dakota Hotels have had to get creative with the way resources are used.

Using their new AWS cloud-based solution, Dakota Hotels can view month end at the click of a button, say 'goodbye' to manual re-keying of data, cut the time tasks take from days to hours, and find the information needed in just a few clicks.

"The time savings we've accrued have freed up resources to focus on value generation, idea creation and innovation, allowing our finance professionals to move away from number crunching to become value creators" says Sam.

More time makes it possible for management to prioritise, redeploy, and fill gaps to keep standards high. It results in the smooth running of the hotel and its services—essential for a brand synonymous with quality customer service.

Eyes on energy consumption

A transparent view of finances is essential to keep a close eye on the group's energy consumption. That means detailed reporting and dashboards are essential—and both things that Sage Intacct excels at.

"Using sensors and meters, we collect data from a range of areas, and Sage Intacct contextualises and presents this insight to key roles around the business, from the maintenance team to hotel managers," explains Sam. "The granularity of this information means that we can compare trends, review both our electricity costs and consumption, and make adjustments, which benefit both the bottom line and our sustainability credentials."

Dakota Hotels hasn't just met the needs of their increasingly eco-conscious customer base; they've been able to slash the group's energy bills by tens of thousands of pounds annually.

Sam says "At a time where costs are under close scrutiny, this has been incredibly welcome as both a short-term saving as well as helping us to meet our long-term sustainability goals. As we move increasingly towards renewable energy usage, the system will be crucial in evaluating its value against



“As we move increasingly towards renewable energy usage, the system will be crucial in evaluating its value against other sources.”

Sam Hartley

Finance Director, Dakota Hotels

The backbone of business

From their valued guests to incredible team, Dakota Hotels has built its glittering brand around people. Sage Intacct isn't just financial management software—it's a tool that helps businesses thrive and innovate.

“While the cloud has undoubtedly become pivotal in modernising and innovating in 2022 and beyond, people really are the heart of our business. Sage Intacct will be key to helping our employees to unleash their potential, deliver value and become more strategic going forward,” says Sam.

“This ability to focus on our ethos and guests, rather than spending time looking for data, will accelerate our journey and underpin our future growth plans, and we look forward to embracing this with both Sage Intacct and Percipient as key partners,” Sam concludes.



Sage



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