

# How Generator solved their global reporting problem and cut down time spent compiling reports by 75% thanks to Tenzo.

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CASE STUDY

 tenzo &  GENERATOR





# Who are Generator and Freehand?

Founded in 1995, Generator is Europe's fastest growing boutique accommodation brand. Pioneers of affordable lifestyle and masters of the social experience, all Generator properties include a range of room types from shared to private bedrooms, co-working and casual public areas, bars, and cafes.

Freehand is a collection of hotels that combine innovative design, award-winning food and beverage, and community spirit. Each Freehand location – across New York, Los Angeles, Chicago and Miami – takes its cues from its surrounding neighborhood, with spaces that are a microcosm of the best each city has to offer.

Acquired by London-based Queensgate Investments in 2019, Freehand and its award-winning food and beverage concept, Broken Shaker, join the trailblazing Generator in offering affordable, design-centric accommodations alongside thoughtful communal spaces, and a youth-driven social culture.

Across the 19 hotels, they operate 40 F&B outlets. Their international presence also means that they operate in 5 different currencies: US Dollars, British Pounds, Euros, Swedish Kronor, and Danish Kroner, but centrally they report all numbers in Euros.



## Main challenges that led them to look for a reporting and analytics tool.

All operations are handled centrally from Generator's head office in London. That means that the operations team is in charge of reporting, standards, procurement, menu development, concept development as well as openings for all the hotels across the world.

Their biggest challenge was a lack of consolidated reporting that allowed them to see how each location was performing both against budget and against forecasts, as well as benchmarking them against each other.

They used to use Excel to figure out these numbers but even just getting daily F&B figures was a very manual and time-consuming process. From a global perspective, they knew it would be easiest if they had a tool that gave them access to the reporting they needed across the portfolio.





# What were Generator looking for?

With so many outlets to look after, each with their own individual flare, they needed a system that created a foundation that they could operate from on a daily basis. It was essential that everything was integrated with their other systems and that it reduced the team's manual workload as much as possible.

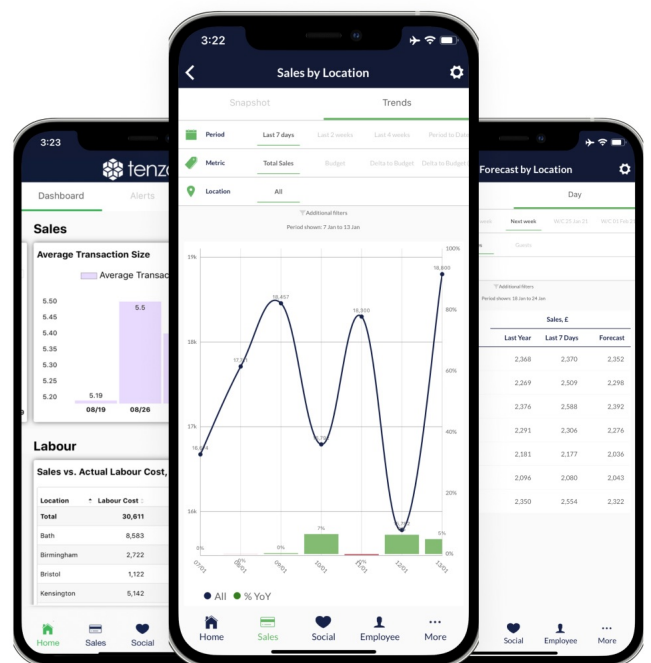
They were especially looking for systems that could be used by the head office team as well as the teams on the ground with a mobile app. They wanted the information to be easily accessible and they wanted visibility from the moment a sale was made until it reached their P&L.

When looking for this new system, they wanted something that could work in all of their outlets, that could plug into their POS and where they only needed one analytics and reporting tool for their global operations.

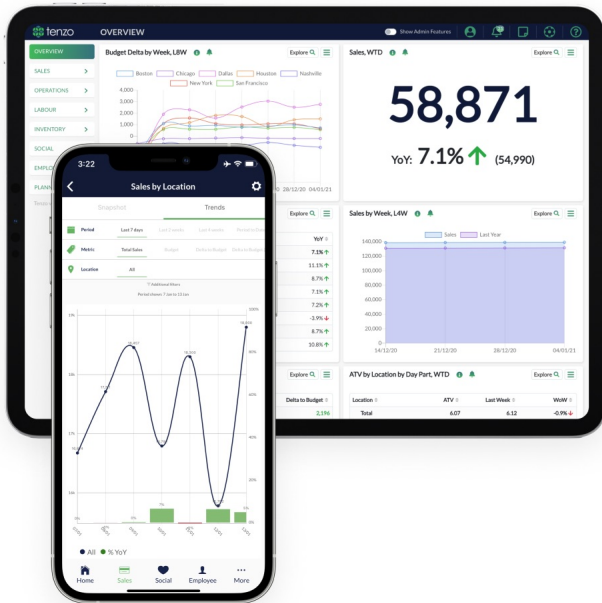
## Why Tenzo?

Tenzo ticked all the right boxes and crucially integrated with their POS. (Generator use Lightspeed L and K Series across their estate). They wanted a system that was already proven and built for their needs, something they could rely on. It works for the team at head office for their global reporting needs, but also on a property level despite different requirements in each.

The dedicated mobile app meant that their busy teams would have their reports whenever and wherever they needed them. And to top it off, the key reports could be automated and sent to the right people at the right time via email or as a mobile alert.



# How is Tenzo used within the business?



## Easy reporting

At a base level, they use Tenzo to see daily, weekly and monthly F&B revenue summaries and compare that information to their budgets and forecasts, but it's what they do with that information that counts.

They like to see the initial numbers and then dive deeper to see what changes we could be making, what works well and what doesn't. They run a lot of reports which help with things like menu engineering i.e. how the price compares to the quantity.

## Improved Communications

It has improved communication across the business as the local teams have the information they need, and the C suite gets the same daily, weekly and monthly F&B revenue alerts as the operations team. This has eliminated the operations team's need to write tedious daily email threads outlining what is happening within the 19 hotels and 40 F&B outlets as Tenzo does this automatically.

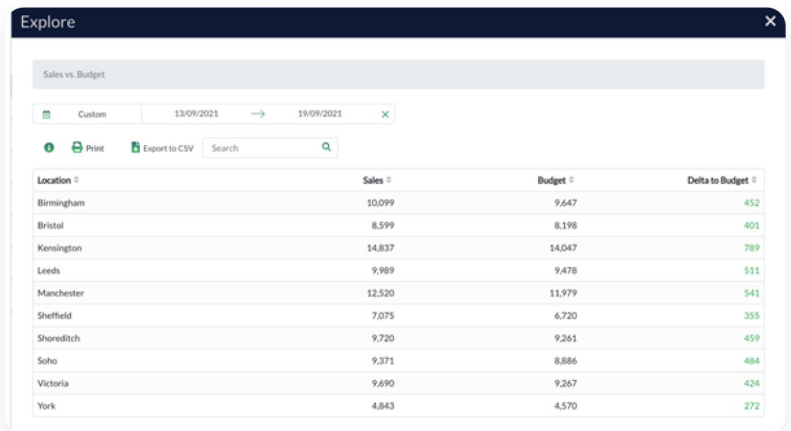
Location	Sales, £	Last Year, £	YoY
Total	5,829	5,619	+3.9%
Birmingham	622	482	+29.1%
Bristol	554	493	+12.4%
Kensington	914	720	+25.8%
Leeds	492	523	-6.0%
Manchester	668	662	+1.0%
Sheffield	487	489	-0.4%
Shoreditch	671	673	-0.3%
Soho	533	560	-4.8%
Victoria	535	571	-6.3%
York	363	446	-18.5%

\* Period date 19/10/21

## Increased clarity

The local teams also use Tenzo to do all of their own analysis, something that used to be done on Excel and which saves them a lot of time.

They are also sent daily reports to help them understand how they are performing versus their F&B sales budgets, top item sales and the performance of different revenue centres in their outlets.



The screenshot shows the 'Explore' window in Tenzo. The title is 'Sales vs. Budget'. Below the title, there are filters for 'Custom', a date range from '13/09/2021' to '19/09/2021', and buttons for 'Print' and 'Export to CSV'. A search bar is also present. The main content is a table with four columns: 'Location', 'Sales', 'Budget', and 'Delta to Budget'. The table lists ten locations with their respective sales, budgets, and the delta.

Location	Sales	Budget	Delta to Budget
Birmingham	10,099	9,647	452
Bristol	8,599	8,198	401
Kensington	14,837	14,047	789
Leeds	9,989	9,478	511
Manchester	12,520	11,979	541
Sheffield	7,075	6,720	355
Shoreditch	9,720	9,261	459
Soho	9,371	8,886	484
Victoria	9,690	9,267	424
York	4,843	4,570	272

## Incredible Results.

The time spent doing manual reporting for the global business has been reduced by 75%. A daily report that used to take over an hour to produce and is now done in seconds. This has increased clarity across the business, with everyone working from the same backbone structure and increased the pace of decision-making. The time they used to spend generating reports is now spent actually acting on the insights they have gained and running this business stretching 10 countries, 2 continents and 5 currencies.

**“ I think for us it’s the global perspective: reporting was the key thing and having Tenzo has really made our lives so much easier. ”**

**Svenja Siltmann**

Group Operations Manager at Generator and  
Freehand