Boyne Resorts

How a resort created trust in data through Profisee master data management

Client
Boyne Resorts, a large company operating multiple properties

Company Size
11,000+ employees

Location
US

Featured Partners

:: Profisee

A leading North American resort sought to improve how it managed guest data across its properties and systems. Fragmented and inconsistent records across platforms led to operational inefficiencies and missed opportunities for personalized experiences. We partnered with the resort to implement a centralized master data management (MDM) solution using Profisee. This solution enabled the resort to clean, standardize, and manage critical guest data in real-time.

By creating a single source of truth for guest profiles, the resort was able to enhance personalization, improve marketing accuracy, and streamline data governance. This transformation laid the groundwork for a more data-driven guest experience while reducing IT burdens and data duplication.

Data Strategy & Governance

Master Data Management Implementation

Data Quality & Integration Services

Platform & Architecture Enablement

The Challenge: Breaking down data silos to enhance guest experience

Objective: Create a single, trusted source of guest data to enable personalized services and improve operational efficiency.

Existing Issues: Disconnected systems and inconsistent guest records led to inaccurate insights and duplicated efforts.

Solution Needed: An enterprise-grade master data management (MDM) solution that could unify, clean, and govern guest data across all platforms.

Outcome: A streamlined and governed guest data system that improved marketing precision and internal efficiencies.

The resort faced significant challenges in managing guest data due to inconsistent records and lack of integration across platforms. To provide better experiences and insights, they needed a centralized and trustworthy data solution.

The Solution: Establishing data governance for trustworthy, actionable information

We led the resort through the design and implementation of MDM through Profisee to unify fragmented guest data and establish reliable governance processes. This solution provided real-time access to accurate, complete, and standardized guest profiles—empowering the resort to make faster, smarter decisions.

Discovery & Strategy Alignment

Our team identified data domains, aligned stakeholders, and defined governance priorities.

Workstreams:

- Stakeholder interviews and business needs assessment
- Data landscape and system inventory
- MDM use case prioritization
- Governance framework definition

Architecture & Integration Planning

We defined a scalable architecture and integration strategy for MDM.

Workstreams:

- Data flow and integration mapping
- System interface and API planning
- Infrastructure design (on-prem and cloud readiness)
- MDM platform architecture definition

MDM Implementation & Configuration

Marlabs deployed Profisee and configured data quality and stewardship rules.

Workstreams:

- Profisee installation and environment setup
- Business rule configuration (deduplication, standardization, validation)
- Golden record creation and matching logic
- Data stewardship interface development

Operationalization & Enablement

To drive user adoption, we embedded MDM into business processes.

Workstreams:

- Training for data stewards and business users
- Change management and communications
- Ongoing data quality monitoring setup
- MDM governance policy finalization

Services and Technologies Used:

Services:

- Data Strategy & Governance
- Master Data Management Implementation
- Data Quality & Integration Services
- Change Management & Enablement

Technologies:

- Profisee Master Data Management Platform
- Azure Data Factory / Azure Integration Services
- SQL Server for data staging
- Power BI (for MDM impact tracking and reporting)

The Results: Impact on the client organization

This strategic partnership yielded significant and measurable improvements in their data governance capabilities and data quality. We also served as a sounding board and provided advice when the client encountered issues during implementation, providing them with solutions and direction.

Centralized Data Governance Program: A comprehensive and centralized data governance program was successfully established, which provided a unified approach to managing data across the organization's diverse divisions.

Right-Sized Governance Structure: The organization now benefits from a well-defined and appropriately scaled governance structure, including an engaged executive data governance board, active data quality subcommittees, and focused data quality working groups.

Data Quality Program: We launched a formal data quality program to empower staff through organized workgroups and provide them with the necessary education to recognize, analyze, and remediate data issues within their respective domains.

Data Toolkits for Problem Solving: We created two comprehensive toolkits involving data quality and data sharing techniques, which allow employees to select the right data tool quickly.

Readily Available Training: We provided training on data governance, data quality, data sharing, and critical data identification to jumpstart and give credential to the client's data governance efforts.

Data Sharing and Collaboration: Through the establishment of common data definitions, shared protocols, and a collaborative governance structure, we significantly improved data sharing and collaboration across the organization's 40+ divisions.