

Grupo Xcaret delivers eco-friendly fun with Spotfire

45%

REDUCTION IN
DATA ERROR

Challenge

Grupo Xcaret's "all-fun inclusive" approach lets visitors move freely between its hotel, parks, and restaurants. To provide the best customer experience possible, the company wanted a similar all-inclusive approach for resort system data.

Solution

Integrating Grupo Xcaret's systems to provide a seamlessly integrated visitor experience—from transportation and lodging to dining and entertainment—was made possible with the help of Spotfire and TIBCO solutions.

“With Spotfire, the sky is the limit. We have a lot of things to do, and our only limit is our imagination.”

— Fabrizio Pucciariello,
System Architect Manager



Benefits

A 360-degree view of the enterprise architecture

Before TIBCO integration solutions, Grupo Xcaret didn't have solid governance of its application ecosystem. The amount and diversity of data was becoming too difficult to process, so the company sought out a way to merge its data and gain a broader view of its ecosystem.

Thanks to broad compatibility, the company knew TIBCO was the solution to connect all of its systems and applications. “TIBCO fits perfectly in our ecosystem because it is agnostic and robust. It connects all our applications like SAP, Salesforce, Opera, all of them,” said Fabrizio Pucciariello, system architect manager.

Grupo Xcaret uses Spotfire in combination with TIBCO solutions. Thanks to its cloud-native architecture, Spotfire analytics allows everyone to access information. “Spotfire software in the cloud is the best way to democratize our information, our data, and give access to everyone in the company,” said Pucciariello.

360°

VIEW OF
PARKSYSTEM
ENTERPRISE
ARCHITECTURE

85%

OCCUPANCY RATE
IN THE FIRST YEAR
OF OPERATION



GMV Innovating Solutions

The Grupo Xcaret adventure park resort in Mexico provides eco-friendly family entertainment using natural beauty and historical ruins to promote appreciation for nature and sustainability.

An all-encompassing customer experience

With the motto “Happy People, Happy Planet,” Grupo Xcaret uses Spotfire and TIBCO to provide the best customer experience to visitors while keeping sustainability and the natural surroundings of its resort a top priority. Streaming software in Spotfire is helping the resort understand more about its customers, which allows the team to make personalized offers to guests based on their interests and location. Spotfire and TIBCO take care of the complicated IT processes, while Grupo Xcaret focuses on making people, and the planet, happy.

A major goal that Spotfire is assisting with is the transition to a more real-time, analytic approach. “We want to know what our customers are doing and help them while they’re in our parks. We want to make their time as easy and happy as possible,” said Pucciariello.

“Having one solution allows good governance and control. We have a single view of governance, and a team to manage all of our solutions—all of our use cases. With Spotfire technology, the sky is the limit. We have a lot of things to do, and our only limit is our imagination.

Ready to get smarter with Spotfire visual data science? Talk to an expert today at spotfire.com/contact-us.



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