



CLIENT PROJECT SUMMARY

CLIENT:	Welk Resorts Group San Diego, CA
MAIN CONTACT:	Ross Depinto, Director of Finance Dan O'Donnell, Director of Information Technology
PROJECT FOCUS:	Software Development & Business Awareness Tools
PROJECT TIMELINE:	October 2006 – Present
OVERVIEW:	Welk Resorts Group provides timeshare and vacation rental opportunities at locations in California and Missouri. Amenities include golf, entertainment, fine dining, and access to nearby attractions. FSI was tasked to create a real-time, Web-Services based means of providing access to sales, marketing, and product data for the Finance and Marketing teams of the Welk Resorts Group.
OBJECTIVES:	FSI objectives were the following: <ul style="list-style-type: none">• Provide real-time access to sales, marketing, and product data.• Eliminate the reliance on utilizing disparate Microsoft Excel and Lotus 1-2-3 spreadsheets to create financial reports.• Eliminate the requirement to manually transpose data between data sources.• Allow Finance and Marketing personnel to obtain information via the Welk Resorts Corporate Intranet.
RESULTS:	A solution was implemented to reach “source data” automatically through the use of “Adapter” code in order to populate a structured database. Utilization of the FSI-developed XML Rules Engine greatly streamlined this process of data gathering. The new database provides a flexible and accurate representation of the Enterprise and contains the data required for reporting purposes (Updates are automated and manual intervention is not required). The first phase of financial report creation using Crystal Reports is completed. Moving forward, FSI is developing a “Digital Dashboard” that provides management with immediate access to standard reports and the ability to create new reports / views into corporate data.