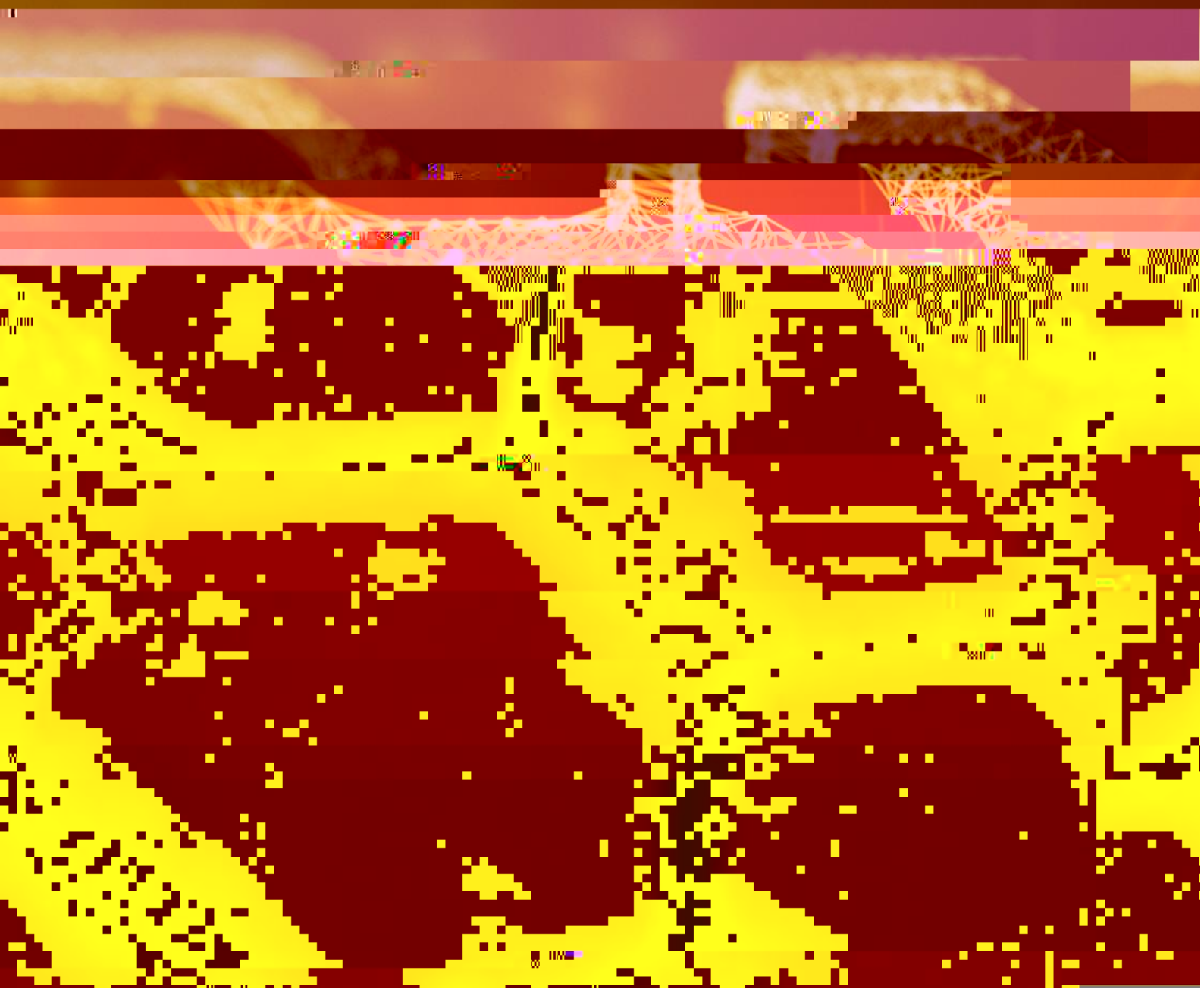
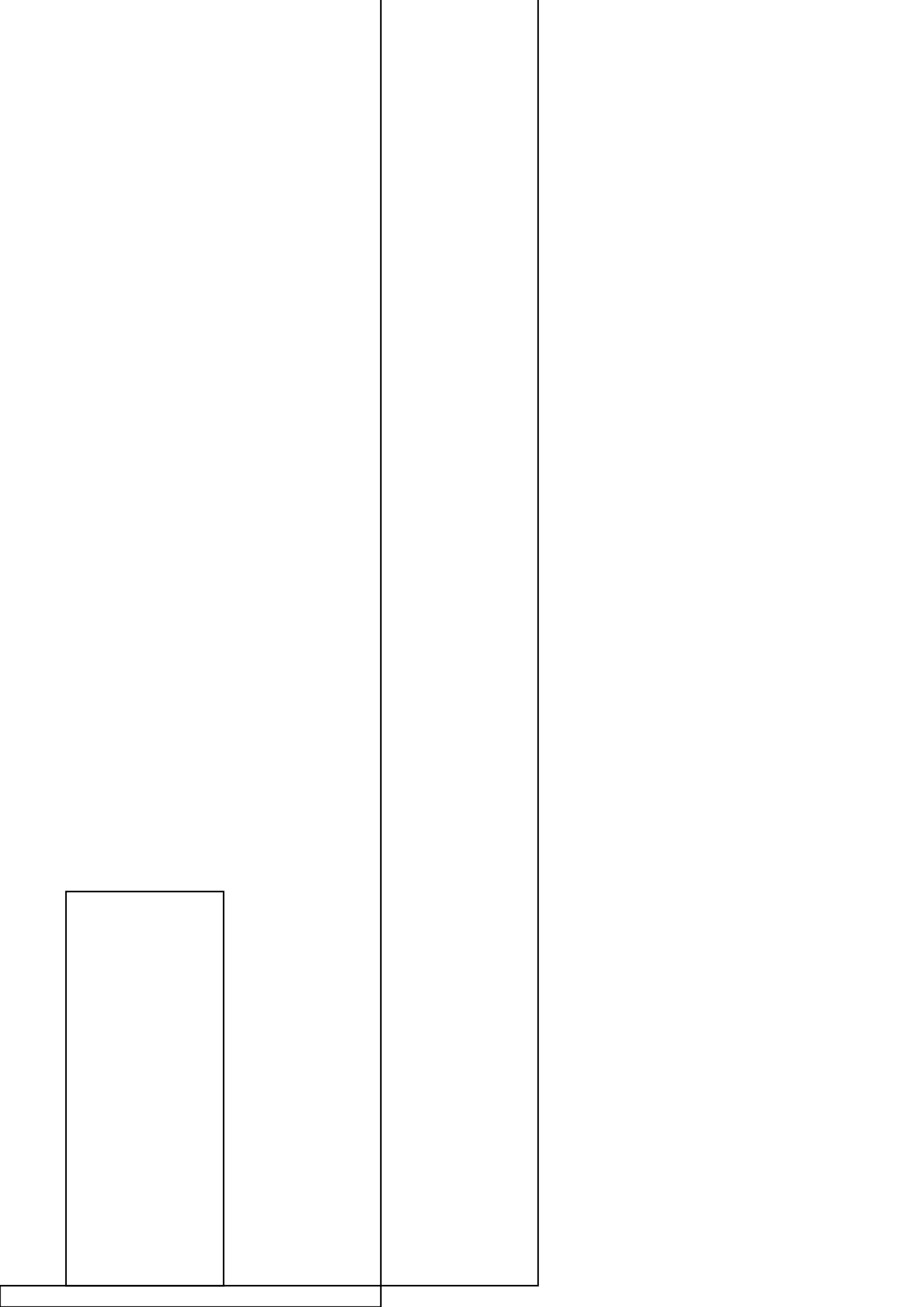


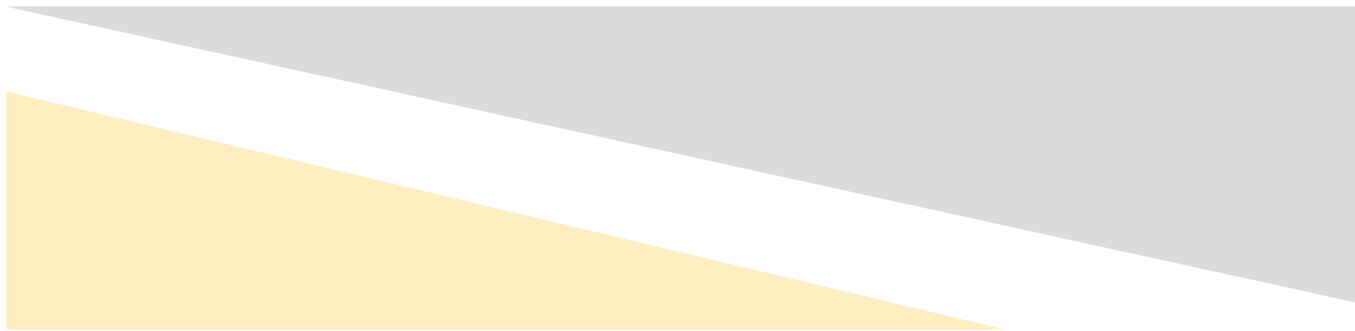
# Brunel Hive Review

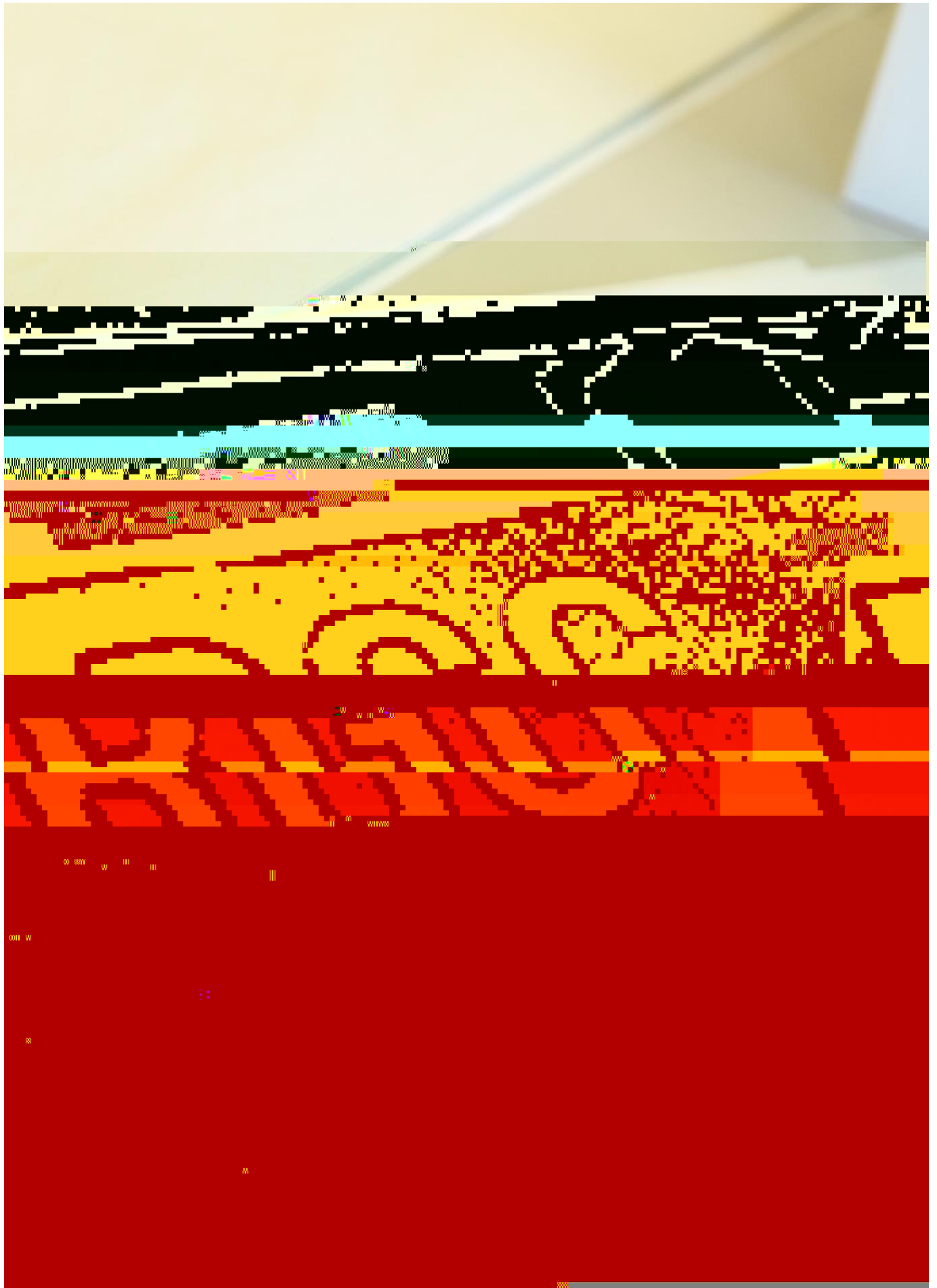
Brunel Hive Review  
July











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## Business adaptation during covid-19 crisis

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The pandemic's start was scary for me as a hotel owner because 40% of my revenue disappeared in the first two days of the lockdown. Amid the panic that set in, I realised that this situation was a significant shift in the business world and I needed help making sense of it. That is why I turned to Dr Ana Canhoto and Dr Leiyuan Wei of Brunel Business School for help, support and guidance. Their knowledge, expertise and practical advice are what saved my business, provided me with a way

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## New Knowledge and Emerging Insights About Your Business

I naively replied hotel rooms. They pointed out that I sell space configured as hotel rooms, so I need to focus on how to sell the space. This revelation was mind-blowing to me as I saw my business in a new light.

By selling 'space', I could offer people storage for their goods. I still consider that my business is selling space configured to optimise revenue. The next stage focused on devising a plan for re-opening.

For a plan to be effective, the information used must be relevant, accurate and informative. However, there are many sources of information, some of which are of better quality than others.

The Brunel Academics pointed me in the direction of reputable sources so that I could make informed decisions. For example, wearing face masks was an issue in Western countries at the start of the pandemic.

By directing me to the YouGov site, I could see a shift in attitudes by Europeans toward wearing face masks. This knowledge convinced me that supplying guests with free face masks would be a good decision and improve the hotel's reputation, meet our guests' expectations and improve the safety of my staff.



Another area in which the Brunel Academics helped was achieving the objective of re-opening in a safe manner. The pandemic had started in the Far East, which meant they had already solved many challenges that I was facing. So the Brunel Academics pointed me towards laws, regulations and rules related to the hospitality industry that Far Eastern countries had introduced.

This broadening of my horizon provided me with more significant insights regarding the nature of my problems. As a result, the solutions implemented were beneficial to the hotel, staff and guests.

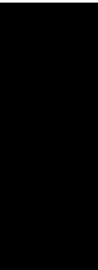
For example, from my Far East research, I adopted the protocol of sealing the rooms once housekeeping had cleaned them. Informing guests why housekeeping had sealed the room after cleaning reassured them that they would have a safe stay. Some were so comforted that they praised the sealing of the rooms in their online reviews. These reviews, in turn, help establish the hotel as a safe place to stay during the pandemic. The Brunel Academics' actions of providing me with a broader range of information on room cleaning protocols resulted in guests' feeling safe, which enhanced my hotel's reputation.

















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*“We support senior leaders in effectively facing the challenges brought by COVID-19.”*

**What are the main achievements of Brunel Hive recently?** The Brunel Hive is relatively young, as it started just three years ago. But, thanks to the dedication of the team we have made several remarkable achievements.

Particularly, in early 2020, thanks to the work of the team and particularly of Dr Ainurul Rosli, we received the Small Business Charter Award. It is a prestigious award and a mark of excellence for business schools that play an effective role in supporting small businesses, local economies, and student entrepreneurship.

**What does it mean for the businesses in the Brunel Hive network?** It is a nationally











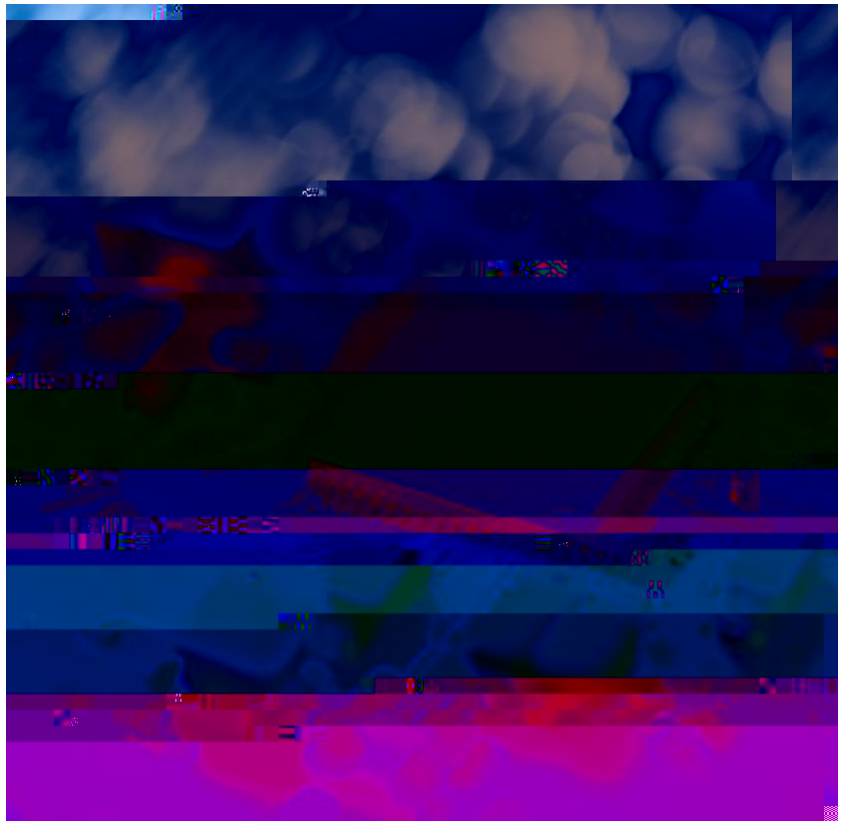
*“The low upfront cost and ease of setup may make them an attractive alternative to smaller businesses.”*

freezer, pantry, and shelves, and the person for this job is known as Data Architect.

Next, the well-assembled data team needs someone who ensures that incoming data is stored securely and reliably, and that it is made easily available for later processing: back to the kitchen, these are the people who peel the potatoes, slice the tomatoes, and verify that all the ingredients are neatly stored. This critical role is fulfilled by the unsung heroes of the data world: Data Engineers. The backbone of a data team, it is they who enable Data Scientists to extract the most value out of data.

Lastly, a data team will include the end users of the data itself: depending on the company’s core business, these may include generalist Data Scientists and Machine Learning Engineers, as well as more specific roles such as Natural Language Processing Engineers, or Computer Vision Engineers. Different schools of thought exist on the ideal Data Engineers-to-Data Scientists ratio, and in the author’s experience, Data Engineers should never be fewer in number than Data Scientists.

The second vital issue to consider is infrastructure: while prototyping an AI algorithm can often (but not always) be accomplished on any 1000 £ PC, deployment and maintenance strictly require a dedicated environment.



An in-house server offers maximum freedom and customizability, low running costs, and the peace of mind of having physical access to the data, but it also requires a greater initial investment, and skilled IT personnel, including at least one cybersecurity expert to ward it from attacks.

Platforms such as Microsoft Azure, Amazon Web Services, and Google Cloud are proprietary platforms that are constrained by the technology that they offer and by the limits imposed by its owners, their pricing plans can be difficult to

navigate and may inflate rapidly with increased usage, and they require staff trained in their use, but the low upfront cost and ease of setup may make them an attractive alternative to smaller businesses.







