

GEORGE MASON UNIVERSITY

"RevenueVision® has helped us grow our retail dining, vending, licensing and other revenue streams in an intentional way with continuous insight into the profitability of new initiatives and pricing. Prior to RevenueVision®, like most campuses, it was hard to get a detailed view of our revenue or revenue dynamics without a very big manual lift of data entry and analysis in spreadsheets."

- MARK KRANER, Executive Director - Campus Retail Operations

SNAPSHOT



George Mason University is Virginia's largest public research university. Located near Washington, D.C., Mason enrolls more than 35,000 students from 130 countries and all 50 states.

\$5 MILLION
GROWTH IN RETAIL
DINING REVENUE

\$30,000
INCREASE IN ANNUAL
VENDING REVENUE

GEORGE MASON UNIVERSITY (GMU) was The Solution Design Group's very first RevenueVision® partner. When first introduced to RevenueVision®, the Auxiliaries team at Mason recognized the platform's potential to offer the data insight they needed to build auxiliaries infrastructure and services with a strong focus on revenue growth and profitability. During a 5-year partnership, RevenueVision® has supported the financial performance of Mason's Auxiliary Enterprises in numerous ways.

CHALLENGES

- Increase revenues in all areas of Auxiliary Enterprises to help offset student fees
- Determine the best investments in new and remodeled branded retail locations
- Reduce staff time related to contract administration and audits

RESULTS

- Used the RevenueVision® business intelligence tools to track and trend granular metrics such as sales by tender by hour by location to determine and validate best capital investments to support a profitable **\$5 million** growth in retail dining revenue since 2015.
- Used RevenueVision® to determine which beverage vending machines were over/under performing in which locations, to drive demand for card readers and re-positioning/upgrading units, resulting in a **\$30,000** increase in annual vending revenue.
- By allowing the auditors direct access to contracts and data in the RevenueVision® repository, Mason decreased the staff time spent supporting the audit process from **350** person-hours to just **one hour**.