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Corporate Admin Track

Corporate Overview

What Corporate Access Enables

As a Corporate Admin or Brand Admin, you have a bird's-eye view across your entire organization. While Location Managers focus on a single property, corporate users can see data from every brand and every property under one umbrella.

Corporate access is enabled by the **hasCorporateAccess** flag on your user account. This flag **adds** corporate-level viewing capabilities on top of your existing role – it does not replace your location-level permissions. You retain whatever role you already have at individual properties while gaining cross-brand visibility.

The Corporate Hierarchy

ReRoute AI supports a multi-level organizational structure:

- **Corporation** – the top-level entity (e.g., Coastal Hospitality Group).
- **Brands** – divisions within the corporation (e.g., Coastal Resorts, Harbor Hotels, Tidewater Suites).
- **Properties** – individual locations within each brand (e.g., Coastal Resorts Miami Beach).
- **Locations** – specific areas within a property (e.g., Storage Room, Pool Bar).

This hierarchy lets you drill down from the organization level all the way to a single shelf at a specific bar, or zoom out to compare performance across your entire portfolio.

Corporate Admin Capabilities

As a Corporate Admin, you can:

- **View cross-brand analytics** – compare sustainability scores, inventory levels, and usage patterns across all properties.
- **Access consolidated reports** – generate reports that span multiple brands and properties in a single document.
- **Manage brands and properties** – add or modify organizational units within your corporation.
- **Oversee user management** – view team members across all properties and manage access at the corporate level.
- **Track organization-wide sustainability goals** – monitor progress toward net-zero commitments across every property.

Dual Permissions

The dual permissions model means a user with corporate access can:

1. Work normally within their assigned property (all the same capabilities as their location role).
2. Switch to a corporate view to see data across all properties.

This is particularly useful for regional managers who oversee several properties but also need to perform hands-on work at their home location.

> **Try it yourself**
>
> Log in with a corporate admin account and explore the corporate dashboard. Switch between the corporate view and a single-property view to see how the data scope changes. Note which additional menu items or dashboard panels appear when corporate access is active.

Multi-Property Analytics

Cross-Property Dashboards

The corporate analytics dashboard gives you a unified view across every property in your organization. Instead of logging into each property individually, you can see all key metrics on a single screen: total inventory value, sustainability scores, low stock counts, and usage trends aggregated across brands and locations.

Benchmark Comparisons

One of the most powerful features of multi-property analytics is benchmarking. You can compare:

- **Property vs. property** – how does Miami Beach's sustainability score compare to Key West's?
- **Brand vs. brand** – is the Coastal Resorts brand performing better than Harbor Hotels on waste reduction?
- **Location type vs. location type** – are Pool Bars across the organization using more disposables than Lobby Bars?

Benchmarks help you identify best practices at high-performing properties and replicate them across the portfolio. If one property reduced its carbon footprint by 25% through product swaps, you can see exactly which swaps they made and roll them out elsewhere.

Consolidated Views

The corporate dashboard aggregates data into consolidated views:

- **Inventory overview** – total items, total value, and low stock alerts across all properties. Drill down by brand or property to find specific issues.
- **Sustainability scorecard** – organization-wide average sustainability score with breakdowns by brand, property, and product category.
- **Usage trends** – consumption patterns aggregated across properties, showing which products are used most and where.
- **Transfer activity** – volume of inter-location movements across the organization.

Drilling Down

Every aggregated metric is clickable. Start at the organization level, click into a brand, then a property, then a specific location. This top-down navigation lets you quickly move from a high-level concern ("our sustainability score dropped this month") to the specific root cause ("the Miami Beach Pool Bar switched to a lower-scoring cup supplier").

Exporting Data

All corporate analytics can be exported for further analysis. Generate CSV or Excel exports for use in external business intelligence tools, board presentations, or regulatory filings.

Try it yourself

Open the corporate analytics dashboard and compare sustainability scores across two properties. Identify which property has the highest score and which has the lowest. Drill down into the lowest-scoring property to find which product categories are pulling the score down.

Sustainability Reporting

Organization-Wide Sustainability Reports

As a corporate user, you can generate sustainability reports that span your entire organization. These reports aggregate data across all brands and properties into a single document, giving stakeholders a complete picture of your environmental impact.

Scope 3 Emissions

ReRoute AI calculates Scope 3 emissions (indirect emissions from your supply chain) following the GHG Protocol. At the corporate level, this means:

- **Per-property emissions** – see how much each property contributes to the organization's total footprint.
- **Per-category emissions** – identify which product categories (beverages, disposables, produce, etc.) drive the most emissions.
- **Per-product emissions** – drill into individual products with the highest carbon impact.
- **Trend analysis** – track how emissions change over time as you make product substitutions and operational improvements.

ESG Compliance

The sustainability reports are designed to support ESG (Environmental, Social, and Governance) compliance requirements. They include:

- **Carbon footprint summaries** aligned with GHG Protocol methodology.
- **Score distribution analysis** showing the percentage of your catalog in each sustainability tier (Excellent, Good, Average, Poor).
- **Improvement tracking** – documented evidence of sustainability improvements over time, which is valuable for annual ESG disclosures.
- **Product swap impact** – quantified carbon savings from each product substitution you have made.

Generating Corporate Sustainability Reports

Navigate to the Reports page and select **Sustainability Report**. At the corporate level, you have additional scope options:

- **Organization-wide** – all brands, all properties.
- **By brand** – a single brand across all its properties.
- **By region** – properties grouped by geographic area.
- **Custom selection** – pick specific properties to include.

Reports can be generated as PDF for presentations, CSV for data analysis, or Excel for further manipulation.

Setting Sustainability Goals

Use the reporting data to set and track measurable goals:

1. **Baseline** – generate a report for the current quarter to establish your starting point.
2. **Target** – set a percentage reduction goal (e.g., reduce Scope 3 emissions by 20% in 12 months).
3. **Monitor** – schedule monthly reports to track progress.
4. **Act** – use swap suggestions and eco-alternatives to make incremental improvements.

Try it yourself

Generate an organization-wide Sustainability Report for the past quarter. Review the Scope 3 emissions breakdown by property and identify the top 3 contributors. Then check which product categories at those properties have the lowest sustainability scores.

Corporate Management

Managing Brands and Properties

As a Corporate Admin, you can manage the organizational hierarchy from the top down. This includes:

- **Adding new brands** – when your organization acquires or launches a new brand, you can add it to the hierarchy and begin tracking it immediately.
- **Adding new properties** – existing properties join your organization by invitation (using their account number); you don't recreate them.
- **Configuring property details** – set addresses, contact information, and operational parameters for each property.
- **Managing locations within properties** – each property can have multiple locations (Storage Room, Kitchen, Bar, etc.), managed at the property level.

Corporate User Management

Corporate Admins manage other Corporate Admin accounts for the organization. From **Corporate Users** you can:

- **View the list of Corporate Admins** for your organization, with their email, username, and active/deleted status.
- **Create a new Corporate Admin** – invite another user into the corporate-admin role.
- **Edit or deactivate a Corporate Admin** – update their details, or soft-delete their account while preserving the audit trail.
- **Grant corporate access** – enable the hasCorporateAccess flag for users who need cross-brand visibility (regional managers, sustainability officers, etc.).

Day-to-day staff and property-level roles (Location Manager, Staff, etc.) are still managed per property, not from the corporate level – see the manager-track lesson on user management for that workflow.

The Corporate Dashboard

The corporate dashboard aggregates metrics across every property in your organization:

- **Total locations and properties** in the organization.
- **Corporate-wide sustainability score** and **carbon footprint**.
- **Top and bottom performing properties and brands**, ranked by sustainability score – this is how you benchmark one property or brand against another today.

These metrics help you spot which properties are leading and which may need attention.

Coming soon: the navigation also includes **Corporate Analytics** and **Corporate Reports**. Today these are placeholder pages – they don't yet generate a consolidated cross-property report or additional benchmarking views beyond the Corporate Dashboard. Each property can still generate its own sustainability report from within that property.

Rolling Out Changes

When you make a decision at the corporate level – such as switching to a more sustainable supplier or standardizing par levels across all Pool Bars – rely on the corporate dashboard and direct communication with property teams, since the platform does not yet have an in-app broadcast feature:

1. **Identify the change** using the corporate dashboard (e.g., a property or brand consistently underperforming on sustainability score).
2. **Communicate** the change to property managers directly (email, chat, or however your organization normally reaches property teams).
3. **Monitor adoption** through the corporate dashboard's sustainability score and carbon footprint trends for the affected properties.
4. **Measure impact** by comparing each property's sustainability report before and after the change.

Best Practices for Corporate Admins

- **Review the corporate dashboard weekly** to catch trends early.
- **Generate sustainability reports at the property level** on a regular cadence for your leadership team.
- **Use the top/bottom performer rankings** to identify and replicate best practices across properties.
- **Keep the organizational hierarchy current** – invite new properties promptly so their data flows into corporate rollups from day one.
- **Review your Corporate Admin roster periodically** to make sure access is limited to people who still need it.

Try it yourself

Navigate to **Corporate Users** and review the list of Corporate Admins for your organization. Then open the **Corporate Dashboard** and check the top and bottom performing properties by sustainability score.