



a comprehensive hotel technology package

The client was a hotel franchiser with two-thousand plus franchised hotels and over \$1 billion in revenue. The franchisees did not have a comprehensive hotel technology package to install when they opened or renovated hotels. The industry was supported by numerous vendors providing Property Management Systems (PMS), Point of Sale (POS) systems, telecommunication systems, security systems, door locking systems, in-room entertainment, reservation systems, and high speed in-room internet access. Vendors of these systems had designed their products to work stand-alone. Franchisees had to determine what technologies to select, how and when to install them, and how to operate and maintain these individual systems.

vision

The solution, a representative application and hardware suite, was developed from the technologies needed for the hotel. The integration effort was successfully undertaken and completed ahead of schedule and under budget. The initial installation was in conjunction with the company's introduction of an extended stay brand hotel. The solution, installed in concert with the construction project plan, was operational two days ahead of schedule. Training on the system was conducted in a third of the time normally required, and the solution was adopted by the hotel chain and is operational.

As part of the effort, the support system was redesigned. Basically, a multi-touch vendor-based approach was replaced by a single call to a call center. This led to resolution times in better than a tenth of the time it would take with old systems.

results

Time-to-market decreased; standardization increased; life-cycle management and operational costs were well-defined; and overall costs reduced.

value

Bottom Line Benefit: The hotel franchise company used this technology solution as a differentiator amongst competitors when courting potential franchisees.

Cost reductions: Franchisees saved over 40% in acquisition and installation costs over the normal method. Operational costs averaged 30% better than like systems in competitive hotels. System downtime was minimized due to a comprehensive service support system. An improved system support model resulted from this project, as well as a functioning, comprehensive hotel technology solution.