



Enterprise Hotel Operations

Choice Hotels Scandinavia AS sees that improved guest service is a direct result of introducing the hotel solution from Cenium AS. The solution is developed based on Microsoft software and centralizes all data for the whole chain within one system, achieving two primary goals; simplified operations of the hotel chain and a significantly improved guest experience.

The solution is tailor made for the hotel industry, developed by Cenium, a Microsoft Gold Certified partner and is based on the Microsoft Dynamics platform. All parts of hotel operations are addressed, starting from the initial booking to check out. During the stay, activities such as dining, conference, rentals, room service and SPA are all registered directly in the finance/accounting system.

The user friendly booking capability creates a guest profile supporting guest rewards programs. At subsequent check-ins, existing guest information is available simplifying the process both for guests and front desk staff.

- Having all the guest information readily available is a great benefit says Jan Berggren, hotel manager of Clarion Hotel Stockholm.

The front desk will now have access to room availability throughout the Choice hotel chain.

- The transparency of the solution is a huge benefit, particularly here in Stockholm where hotel rooms are in great demand during peak periods. If our hotel is fully booked we will now be able to help a guest find a room at our other hotels in Stockholm. Previously we had to call the individual hotels and ask whether a room was available. Now we will be able to check directly and book while the guest is in front of us. For us this is a fantastic opportunity while for the guest this will be perceived as an added value and particularly good service says Jan Berggren, hotel manager of Clarion Hotel Stockholm.

He emphasizes the importance of the tight cooperation between the Choice hotels and Cenium during the development of their solution.

Company

Choice Hotels Scandinavia AS



Brands

Comfort, Quality, Clarion, Clarion Collection and Quality Resorts

Industry

Hospitality

Users

7.900

Hotels

153

Rooms

19 537

Products

Cenium Hotel Solutions:
 Cenium PMS
 Cenium Conference
 Cenium SPA
 Cenium Appointments
 Cenium Revenue Management
 Microsoft Dynamics NAV
 Microsoft Dynamics CRM
 Microsoft Office
 Exchange Server
 SQL Server
 SharePoint
 BizTalk



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- We have been able to provide input during the development process. This has resulted amongst others in a very good usability and standardization of the system. Now all the hotels will have the same solution that all the employees are familiar with. This simplifies borrowing personnel during sick leave and absence. Employees from other Choice Hotels already knows the work culture and have fingertip knowledge of the tools, he points out.

All parts of hotel operations are addressed; accounting, financial planning, procurement, stock control, front desk, housekeeping, restaurant, bars, conference, hotel shops, SPA, appointments, rentals and the solution links to internet booking, TV, telephone and key card systems.

- It is a great advantage that all the functions within a hotel operates within one single system, says Berggren

The largest hotel in the Capital of Sweden introduced the Cenium Hotel solution when they opened in 2003. Since then, Choice Hotels Scandinavia has rolled the system out to over 100 hotels.

Managing strong growth

Choice Hotels Scandinavia consists of the brand names Comfort, Quality, Clarion, Clarion Collection and Quality Resorts. The chain has experienced strong growth and has today over 150 hotels in Denmark, Norway and Sweden. The goal is within 2 to 3 years to have 170 hotels.

- In this scenario we have to have IT tools capable of supporting this growth. Following a pilot testing phase starting in May 2003, the roll out started in August 2004. Since then the roll out rate has been on the average about 1 hotel per week. As of March 2007 we have implemented the solution at over 100 hotels and we will continue until all are on the same integrated platform some time in 2008 says the project manager in Choice Hotels Scandinavia AS, Finn Are Røsvoll.
- With all the data in the same database the hotels get better quality data and less additional work he adds.

When the chain started the IT project called "Miraculix" two years ago, they had fifteen different systems in use at the various hotels. Today the Cenium hotel solution handles the whole revenue of over 3 billion NOK (\$490 million)

- Unified IT tools are a fundamental strategy for us and Cenium's Hotel solution is a central part of that strategy, says Røsvoll.



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A unified solution improves operations

Traditionally the hotel industry has been limited to separate IT solutions for hotel, restaurants and finance. Each solution had to be integrated, transferring information from other systems adding expensive extra work and sources of errors. Choice Hotels Scandinavia avoids this altogether.

- With one common database we can use the key card as an ID and serve our guests with the same tool in all parts of the hotel. Whether they register at conferences, buy a drink or dine the information goes directly into the finance system together with the room charges, explains Røsvoll.

All information centralized in one single database, that is always up to date, makes it much easier to track the finances and produce forecasts.

- An employee in finance can track a transaction through all phases, from the time it occurs until it is shown on the bill, and the guest avoids having multiple individual receipts. One uniform system makes it much easier for employees to move between departments and also between hotels.

Successful Rollout

- Cenium is one of the few projects I have participated in that has gone entirely according to schedule during the roll out phase, starting in August 2004, says Røsvoll.

One roll out per week sets a high standard both for training and usability.

- We developed web-based e-learning, an effective method to raise the users' competency level within a limited timeframe. The feedback has been very good, both related to the training program and the solution itself, he says.

The Cenium solution is located on central servers and you don't have to install the system on individual PC's. Some of the benefits are that the night shift does not have to run a local backup of data, and that any employee can work with Cenium from home or while traveling.

- Cenium saves time by simplifying routine work and the solution provides better service for our guests. Both these factors are very important in an extremely competitive industry, says the project manager in Choice Hotels Scandinavia AS, Finn Are Røsvoll.



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