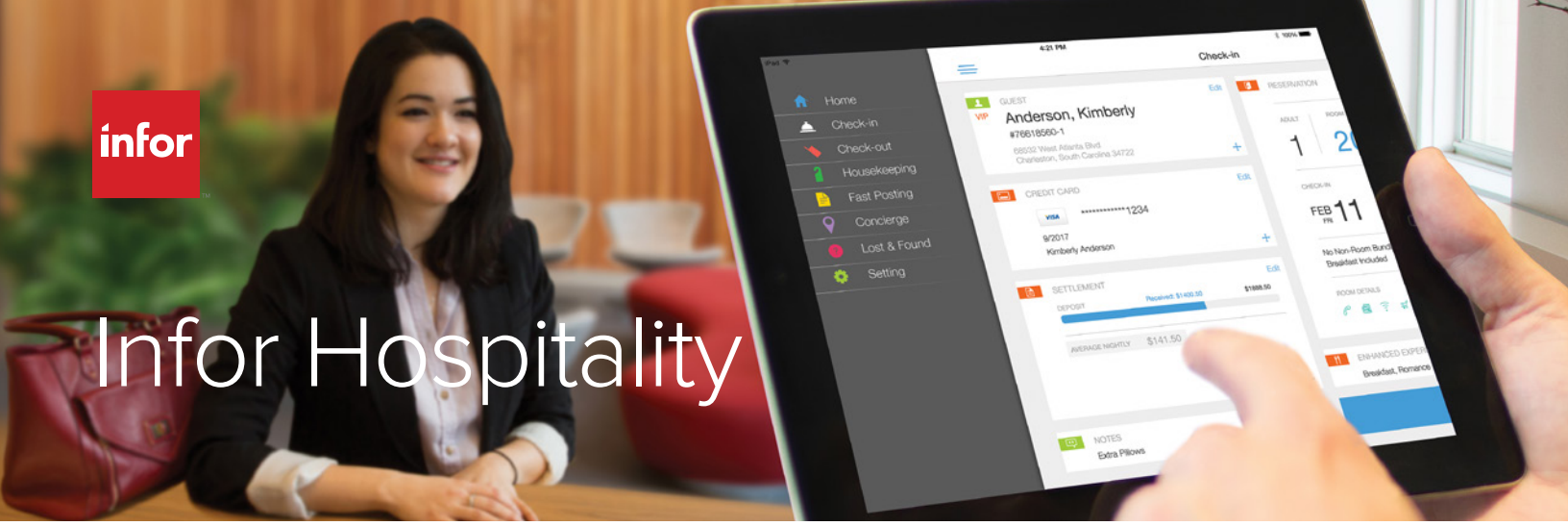

Infor Hospitality

Deliver better service

The hospitality market is as crowded and competitive as ever. Chains need to expand to new markets and independent hotels need to keep pace with the big brands or join them. Maintaining a competitive edge means being able to manage your organization's reputation through social media and accommodate guests and potential guests in all the ways they reach you—via tablet, smartphone, or other mobile device. Meanwhile, consumers are demanding a better guest experience and more for their hospitality dollar—more ways to interact with a hotel, more offers, more information, and faster response. You need a technology partner who understands your business and can deliver globally innovative solutions that streamline your operations. Infor Hospitality can handle all this; it's the broadest, deepest solution for your industry. With Infor® Hospitality, you get tools for streamlining operations, improving guest experience, maximizing revenue potential, and monitoring your online reputation, so that you can run your properties more successfully. At Infor, we believe that knowledge plus speed equals profit. Our mission is to provide you with unified solutions that present relevant, actionable information in an easy-to-use, consistent interface.

Infor Hospitality helps:

- 20,000 hotels, restaurants, and casinos in 100+ countries
- 6 of the world's 10 largest hotel companies
- 9 of the world's 10 largest hotel properties
- Increase sales by more than 30%
- Maximize revenue by as much as 7%
- Reduce labor costs by as much as 6%

Capitalize on trends

You can't meet the unique needs of the hospitality industry with generic software. At Infor, we understand that your industry isn't like any other industry. One size does not fit all. So, our software is tailored to the specific needs of your business.

Infor Hospitality includes all the capabilities to manage the hospitality process, built-in, not bolted on. Whether you're part of an independent hotel, a smaller chain or a global company, you'll be able to get up and running quickly. You'll experience faster deployments and upgrades, fewer modifications, and less disruption—as your business accelerates.

In the hospitality industry, it's essential to respond to industry-specific changes in an instant, and streamlining processes so you can react more quickly than your competitors. To make better decisions and more money, you need to connect your hospitality-specific strategy to your front- and back-office systems. This requires multi-departmental hotel software that touches every area of your business—whether it's your financial asset management; central reservations, revenue management or corporate office; on-property operations; sales, marketing, and loyalty; maintenance group; or coordinators of labor and staffing schedules.

Manage your reputation

While hospitality has always been a referral industry, social media has taken this to a whole new level. Travelers now trust the advice of "friends" they have never met. It's up to you to join the conversation at this new moment where decisions are being made, and to provide the information, in all the ways guests crave it—or you could lose business. With Infor Hospitality, you can manage user-generated content and interactive marketing campaigns, monitor the feedback generated via social collaboration tools like TripAdvisor®, Twitter®, and Facebook™, improve your hotel's online reputation, and claim a spot at top of mind with travelers.

> "By finding out what our guests' needs and preferences are, we gain the advantage through customer knowledge, which will enable us to become more competitive in the gaming industry."
>
> Dave Martinelli
> VP of CRM, Mohegan Sun

Streamline operations

To stay ahead of the competition, you need to stay on top of all the little details that make your hotel run efficiently and ensure a positive guest experience. That means being able to go to one system for all your data needs, where you can view and take action from anywhere, and at any time. Infor Hospitality provides in-context business intelligence at the point of decision, with multiple dimensions of data, so you can react in real-time. Or, from your smartphone, you may see that occupancy is high, but breakfast covers and average checks are low compared to occupancy norms. Having discovered this immediately, you'll be able to send out a campaign blast letting all your in-house guests know about a meal discount.

Build a better guest experience

To keep your guests satisfied and loyal, you have to keep them happy. We help you deliver the best possible guest experience by providing capabilities for personalizing your inbound and outbound marketing programs, knowing your guests and their preferences, and reducing check-in and checkout time with mobile solutions. With Infor Hospitality, you'll only have to ask your guests once about their preferences and service-level requests. You'll have a centralized profile for each customer. As you learn more about guest preferences, you can market more effectively to—and better serve—your most valuable guests.

Maximize revenue potential

You can attract more guests, lower reservation costs, increase and optimize revenue, and make more money with Infor Hospitality. Not only will you know who your guests are and what they like, you'll know how to reach them. Whether you get reservations through third-party agents, channel booking partners, or a call center, you'll be able to integrate and distribute data about your guests, inventory, and yield rates across your company. You'll have the tools to increase revenue and occupancy rates by matching guest interest with available properties. And, you'll be able to interact with your buyers, wherever they are, with offers that are relevant to them.

With Infor Hospitality, you'll have access to a single source of reliable data, so you can accurately analyze budget and forecast data, and engage property-wide to take corrective action quickly. You get the power you need to maximize revenue across your organization by as much as 7%.

More than 20,000 hotels, restaurants, and casinos run Infor Hospitality software in more than 100 countries.

Some of our customers include:

- AccorHotels
- Kempinski Hotels
- Hard Rock Hotels
- Montage Resorts
- Wyndham Hotel Group

When all your employees are freed from their desks, they can be productive from anywhere. Time otherwise wasted searching for information can be channeled directly into acting upon that data. Infor Hospitality is built on groundbreaking technologies that deliver new levels of usability, connectivity, and insight. Based on the latest advances from both the consumer and enterprise worlds, these technologies change everything you thought you knew about business software. Everyone in your organization will be able to work in communities of shared interests, collaborate more effectively, improve processes, act faster, and be more productive.

Choose the deployment option that works for you

With Infor Hospitality, you can take advantage of deployment options that include cloud, on-premise, and hybrid deployments—so you can choose the option that makes the most sense for your business today, and maintain flexibility wherever your company winds up in the future. Whichever deployment option you choose, you'll have the same industry-specific functionality.

When it comes time to deploy, Infor Implementation Accelerator (IA) is designed for companies that want to implement an ERP solution quickly, while still benefiting from its flexibility to support future growth. IA for Hospitality has industry-standard business processes built in, to deliver faster implementations, predictable outcomes, and a lower total cost of ownership.

The Infor Implementation Methodology streamlines the steps required for a system implementation and delivers the key functionality you need to get up and running quickly. You'll benefit from a preconfigured database with predefined parameter settings and template master data such as items, equipment, services, suppliers, and partners. Plus, you'll be able to save time and money, and take the guesswork out of deploying an enterprise management system.

Focus on growth

Whether your organization is a hotel, resort, casino, or government lodging agency, you need every advantage to decrease costs, raise profits, grow your business, and keep guests coming back for more. With a full suite of property management tools that help you manage the online and guest experience, Infor Hospitality helps your employees focus on improving guest service and enhancing your bottom line.

With this integrated solution that covers all your back- and front-office needs, you can:

- Interact with your potential customers, wherever they are, to influence them at the point of decision.
- Forge stronger bonds with your guests and give them a more satisfying experience.
- Get the information you need to accurately analyze results property-wide and make better decisions.
- See trends as they develop, so you can respond with speed and stay ahead of your competition.
- Spend more time focusing on what matters for your growth.

Infor in action.

No matter what role you play in the industry, Infor Hospitality can solve your most pressing challenges. Take a look at some of our success stories.

More accuracy. One of Europe's oldest luxury hotel groups struggled with data reliability. It lacked a single, trustworthy reporting platform that could support its global properties. Instead, the company found itself with multiple versions of the same report, often with differing results. By implementing Infor Hospitality, the company gained access to critical information in real-time. It improved visibility into its overall business, attained the insight it needed to see results at individual hotels, and even drill down to specific departments. With a fully integrated and centralized reporting platform, the hotel group's team can now quickly, easily, and accurately produce monthly reports, explore "what if" scenarios, and model its business to meet targets and high-level objectives for the entire company, as well as for specific regions and single hotels.

Quicker response. A San Diego-based casino was looking for a way to improve its financial processes. Reports were not as reliable as they should be, and consolidation and budgeting took too long. In fact, finance department staff spent so much time on budgeting, that they couldn't address any other tasks. With Infor Hospitality, the property has been able to slash budgeting time in half—from eight weeks to four weeks—and respond to a budget change within minutes. It has automated more of the consolidation process, while significantly improving report reliability. And by eliminating manual input and the constant need to update spreadsheets, the hotel and casino has reduced the burden on the finance staff. Staff can now focus on higher-level reporting and detailed analysis—so they can make better decisions, faster.

Improvement across the board. A California-based hospitality firm that provides extended-stay accommodations to business travelers needed to improve its existing property management systems, prepare for future CRM applications within the market, and improve its decision-making process. And it needed to do all this without losing sight of its guest services and financial goals. Because Infor Hospitality interfaces easily with third-party vendor systems, the company was able to make process improvements across the board: in accounting, front office, reservations, housekeeping, management, sales, and maintenance operations, as well as in its corporate office. The company decreased response time for issues, simplified training for high-turnover departments like housekeeping, and made it more efficient for employees to check guests in and out, allowing for more positive interactions overall.

To learn more, visit Infor Hospitality

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