



Customer Profile

Infor EzRMS yields impressive ROI within two months at Strand Palace Hotel



Facts at a glance

Solution: Hospitality
Products: Infor™ EzRMS
Industry: Hospitality
Country: United Kingdom

“The training provided with Infor EzRMS is, in my opinion, incredible; probably the best installation of any IT system I have ever seen, with first-class trainers. It was clear, concise and very user-friendly.”

—David Macrae, General Manager,
Strand Palace Hotel

About the company

Situated in London’s West End, near Covent Garden and the Charing Cross tube station, Strand Palace Hotel offers a contemporary setting that is popular with experienced business travellers and leisure guests. The recently refurbished hotel offers affordable guestrooms, excellent restaurants, and flexible conference facilities. For more information, visit www.strandpalacehotel.co.uk/.

Challenges

- Implement a web-based system to handle forecasting by room type and market segment.
- Provide a fully functional interface to Visual One Property Management System (PMS) by Agilysys.
- Reduce complexity and the time required to mine the essential data needed to analyze the business effectively.
- Understand international booking patterns in order to understand how to make changes to attract more business.

Benefits

- Gained the ability to quickly produce graphical reports containing day-by-day arrivals and departures, on-the-books totals by-month, total year by-day for every month, plus annual figures by week for pickup, reservation source, and market segmentation.
- Received accurate forecasts for variable periods of time broken down by market segment, origin, and more.
- Increased overall knowledge about the business, which allowed managers to identify new ways to increase revenue.
- Enabled the revenue management team and other departments to more quickly make major decisions on how to operate and run the business going forward, while analyzing the business from previous periods in great detail.
- Received key forecast information quickly and easily.

“The hotel’s financial investment in Infor EzRMS was recouped within two months—not many investments repay that quickly.”

—David Macrae, General Manager,
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641 Avenue of the Americas New York, NY 10011 800-260-2640 infor.com

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