

HOSPITALITY INDUSTRY

Enabling the digital customer experience



Emerging technologies and disruptive business models are giving travelers endless information and options at their fingertips, while simultaneously raising the expectation for an enticing and personal experience at every touch point and channel.

Hospitality companies require smart use and integration of data, a modern IT operational core, and strategic application of technology to deploy a seamless and intimate guest experience – before, during and after the stay.

WHAT WE DO

Softtek partners with hospitality companies to ensure their IT organizations deliver on new business requirements and guest expectations, while realizing new opportunities to grow revenue and elevate guest experience.

We modernize, integrate, automate, and manage complex technology environments – gaining efficiencies, reducing costs, and realizing continuous digital opportunities that optimize Average Daily Room Rate (ADR), maximize Revenue per Available Room (RevPar), and enhance the end-to-end guest experience.

HOSPITALITY OPPORTUNITIES

Guest Experience



- Loyalty System Integration & Development
- Guest Multi-Touchpoint Integration & Optimization
- Personalization of the Guest Experience
- Digital Marketing Management & Automation
- Mobile-First Digital Interaction Approach
- In-Hotel Digital Engagement Tools

Enabling the Innovation Agenda



- Agile Development
- Continuous Delivery & DevOps
- Software Product Development
- Cloud Migration & Transformation
- API Management
- Technology Expertise (AI, AR/VR, Mobile, IoT)

Enabling Hotel Locations and Staff



- Reservation & Booking Management
- OTA Management & Integration
- Property Management Solutions
- HR Training & Compliance Solutions

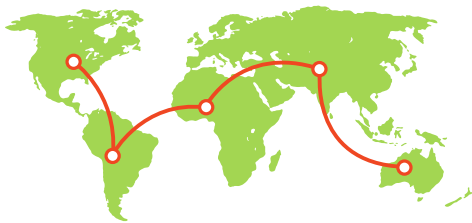
Creating a High Performance Back Office



- ERP and Supply Chain Visibility & Flexibility
- Procurement Services & Solutions



**GLOBAL
HOTEL COMPANY**



**OVER 5,000 HOTELS IN
OVER 100 TERRITORIES
AND COUNTRIES**



**NEEDED TO STABILIZE
PLATFORMS TO
INCREASE EFFICIENCIES**

CASE STUDY

The Client.

Global hotel company that has 12 brands and operates 5,000 hotels in over 100 territories and countries.

The Challenge.

The client had a complex IT environment for maintenance and support, with low predictability and performance. With poor process and too many vendors, their website was unstable and experienced downtime that negatively impacted direct bookings. They were disabled by high operational costs and lack of efficiency, which hindered growth and innovation.

The Solution by Softtek.

Softtek established teams to support all B2C and B2B revenue channels, providing the technology maintenance and support mechanism needed to stabilize the platforms, while reducing costs and increasing efficiencies. This enabled a reallocation of investments to drive technology innovations that increased RevPar, including a Softtek agile development team dedicated to providing digital enhancements to the functionality of the digital suite.

The Results.

We consolidated and stabilized the IT environment to streamline processes. This resulted in 83% reduction in application errors, stabilization of the platform, performance improvements and increased efficiencies. We drove down run costs significantly in ADM, allowing our client to refocus investments on innovation efforts, including Softtek's enhancements to the digital suite, which increased direct bookings as a result.

ABOUT SOFTEK

Founded in 1982, Softtek is a global provider of process-driven IT solutions with 30 offices in North America, Latin America, Europe and Asia. With 15 Global Delivery Centers in the U.S., Mexico, China, Brazil, Argentina, Costa Rica, Spain, Hungary and India, Softtek helps improve time-to-business-solution, lower costs of existing applications, deliver better engineered and tested applications, and produce predictable outcomes for top-tier corporations in over 20 countries. Through on-site, on-shore and its trademarked Global Nearshore™ service delivery models, Softtek teams with CIOs to constantly increase the business value of IT. Softtek is the creator and a leader of the nearshore industry.

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