

The Timeline

Winter/Spring 2002/03

The De Vere Hotels want to centralize their Sales system and decide to beta-test Newmarket's Delphi system.

Fall 2003

After a successful six-month pilot project at three properties in the United Kingdom, the hotel group selects Delphi™ Multi-Property Edition as their new standard for Sales & Catering technology.

At the same time, De Vere Hotels explores the functionality of the Serenata NetHotel Delphi Integration. Since the product offers enhanced two-way functionality between PMS and Delphi and fulfills De Vere's specifications, the hotel group orders Serenata NetHotel for all its 35 properties.

Winter 2003

A pilot environment for testing the integration is quickly set up, in order to ensure that the NetHotel implementation at all De Vere hotels coincides with the Delphi rollout, which is scheduled for early 2004.

Spring 2004

Serenata joins the rollout in cooperation with the Newmarket interface specialists. For time and cost efficiency, the required interface PCs are implemented in one batch and activated subsequent to the Delphi user training at each of the properties.

Summer 2004

In spite of the tight schedule and the complexity of the project, the rollout is completed within timeline and budgeted cost, thanks to the commitment of all parties involved.

De Vere Hotels Centralize Their Sales Account and Customer Profile Management with Newmarket's Delphi™ Multi-Property Edition and the Serenata NetHotel Delphi Integration

Serenata NetHotel seamlessly integrates the hotel group's new central Sales solution of choice, Delphi™ Multi-Property Edition, with the individual hotels. The Serenata NetHotel Delphi Integration enables the transfer of detailed group booking and production data from the PMS via NetHotel to Delphi and vice versa, thus empowering De Vere's sales operation with detailed information on their customers, on a per account, per hotel, per booking, and per day basis.

In winter 2002, De Vere Hotels investigated into the possibility of implementing a new chain-wide Sales system. The legacy Sales & Catering System in use at all De Vere Hotels was based on isolated databases at each property. The missing connectivity led to multiple profile management and a lack of central customer, booking and production information.

After a successful six-month pilot project at three properties in the United Kingdom, De Vere selected Newmarket's Delphi™ Multi-Property Edition as their central Sales solution.

For seamlessly connecting the individual Property Management Systems at the hotels with the central Sales solution, De Vere opted for the Serenata NetHotel Delphi Integration.

Ed Sygrove, De Vere Hotels' Director of Information Technology, explained that connectivity and cross-selling are the top-two capabilities that made these solutions so attractive to De Vere from an ROI standpoint.

"Each piece in this solutions package is proven to deliver immediate, significant, and sustained ROI to users and the end customers we serve, whether they are travel agents, groups,

corporations or professional meeting planners."

Sue Roberts, Systems Operations Manager at De Vere Hotels and responsible for the implementation of this multimillion-dollar technology investment, emphasized the importance of one Customer Information Center.

The goal of the Customer Information Center is a single point of contact for corporate customers. Regardless of what kind of information the customer requires, all details can be obtained through the centralized system: The group booking at The De Vere Belfry, the company's scheduled incentive event at The De Vere Grand, Brighton, and even the chain-wide revenue incurred by one or more of the company's frequent travelers.

Roberts explained: "A decent two-way interface between PMS and Delphi™ was a prerequisite to achieve one data source. The Serenata NetHotel Delphi Integration provides us with the flexibility and automation we need, so our sales force can focus on their main task, selling rooms and taking care of their customers."

One vital item that Roberts pointed out was the project management during the rollout. De Vere, Newmarket and Serenata pulled together a great project team that addressed a very aggressive rollout and implementation plan. Due to the magnitude of the project, risk management and pro-active project management were the key to success. Roberts mentioned: "Although there were multiple variables, the great confidence on the entire team resulted in no delays within the project. Weekly conference calls kept up communication and identified any problems quickly."

At the end of the project and during the handover to normal operations, the focus shifted more to

The Mission

To merge the sales activities and profile management for all De Vere Hotels in one centralized system. Major objectives are ease-of-use of the Sales system, seamless integration with the Property Management Systems and two-way transfer of group bookings, production data, and profile information.

The Scenario

The legacy Sales & Catering System in use at all De Vere Hotels was based on isolated databases at each property. The missing connectivity led to multiple profiles of the same customer that were handled separately throughout the properties. Additionally, there was a lack of central customer, booking, and production information.

The Impetus for Change

De Vere Hotels wanted to implement one central Customer Information Center, where all information, Front Office and Sales & Catering, is available from one system. The motivation behind this was to offer superior service to corporate customers by providing one single point of contact for any kind of dealings from bookings to sales activities.

Additional stimuli were scalability issues at the De Vere flagship property "The Belfry" which required prompt action.

Solutions Selected

- Serenata NetHotel Delphi Integration
- Newmarket Delphi™ Multi-Property Edition
- Newmarket Delphi™ Multi Global Sales Edition
- Newmarket NetXchange™ I-Server™ Edition
- TLP Connector (Revenue Management)

The ROI

De Vere is just beginning to obtain the ROI from the project, as the last property went live in September 2004. The most immediate profit is expected from the newly-gained cross-selling opportunities, since De Vere operates many properties in close-by areas. The connectivity and enhanced PMS integration allow De Vere's sales representatives to provide the customer with real-time availability information and a fast booking process.

day-to-day support handling. De Vere, Newmarket and Serenata agreed that all support calls would be channeled through Newmarket Support, to keep communication transparent for the end user. This way, the customer has one point of contact. Required background tasks are synchronized between Newmarket and Serenata, further strengthening the tight product integration between the two companies.

In addition to a sound integration, De Vere has created a base for optimizing their services and CRM initiatives.

Dieter Dirnberger, Serenata's Director of Sales and Marketing and member of the company's Board of Directors summarized. "The Serenata NetHotel Delphi integration empowers De Vere Hotels to build market share with clear, accurate information about their customers, thanks to the seamless integration of PMS, CRS, and Delphi. De Vere Hotels can bolster their profitability and productivity, while optimizing service and CRM initiatives."

Overall, De Vere, Newmarket International and Serenata completed a very successful project thanks to the solid work and commitment of all involved parties, and especially thanks to the internal project support delivered by De Vere.

Munich-based **Serenata IntraWare GmbH** has established itself as a leading provider for central IT solutions in the hotel industry. With the aim to transform data into knowledge, Serenata integrates its products with existing PMS systems seamlessly. The core element is the management information system for hotel chains, Serenata NetHotel. By means of a central data warehouse and the use of Internet technology, data is centrally analyzed, and the foundation for new markets is created. With NetHotel, Serenata offers a Customer Relationship Management (CRM) solution, which enables hotel chains to develop a customer-centric business strategy. Through strategic cooperation with prominent IT partners, Serenata increases its competence as the main contact for central user-solutions from a sole provider. For more information, please visit www.serenata.com.

The **De Vere Group plc** has two distinctive and expanding hotel brands; De Vere Hotels and Village Leisure Hotels. **De Vere Hotels & Leisure Ltd.** De Vere is a leading upper-market hotel chain specifically targeting the residential conference and leisure break markets in Great Britain. The hotels are designed and located to serve both markets. They are distinctive in character, facilities and service. The strength of the brand is evidenced by the 12 hotels that have joined De Vere as Associates. These Associates are a collection of independently owned 4 and 5 star hotels, chosen for displaying the same high standards of excellence as De Vere, and sharing the De Vere ethos of combining quality and attention to detail with unrivalled customer care.

Village Hotels & Leisure Hotels: Village Hotels & Leisure Clubs is a unique combination of a 100 bedroom mid-market hotel, a 40,000 square foot health & fitness club and a strong food and beverage operation, all within the same building. They are typically new hotels, and are located in the suburbs of major conurbations. It is the interaction between these three elements that provides a powerful proposition. There are currently 13 Village Hotels, raising to 14 with the Village Walsall due to open in December 2004 and two further sites are in the planning stages.

For more information on De Vere, please visit www.DeVereOnline.co.uk, www.VillageHotelsOnline.co.uk, www.DeVereMeetings.co.uk and www.DeVereGolf.co.uk.

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