

The background of the advertisement is a blurred photograph of a modern hotel lobby. In the foreground, a person in a dark suit and skirt is walking from left to right, carrying a large black bag. In the background, a reception desk is visible with a staff member sitting behind it. The desk is equipped with a computer monitor and a desk lamp. The wall behind the desk has vertical wooden slats. The floor is highly reflective, showing the blurred figures and lights. The overall lighting is warm and golden, suggesting an indoor setting with large windows or skylights.

**infor**<sup>™</sup>

# The Infor Hospitality difference

Change the way you work with technology  
designed for the hospitality industry

# Better data, faster service, and a stronger bottom line.

Enhancing profits may seem at odds with pleasing guests. Yet more than 14,000 hotels, resorts and gaming properties worldwide are able to manage their reputation, build customer loyalty, streamline operations, deliver exceptional guest experience and maximize revenue potential—with Infor Hospitality, the only hotel software that touches every area of the business from a common platform.



“In order to successfully serve our guests, we needed a new technology platform that would connect all aspects of our business and rid teams of disparate data. Infor really understood the challenges that we were facing and provided us with an answer.”

Dan Pigula  
managing director, JGB Properties



Infor hospitality software systems deliver multi-departmental hotel management software that touches every area of your business, whether it's your financial and asset team; central reservations or corporate office; on-property operations; sales, marketing, and loyalty team; maintenance group; or coordinators of labor and staffing schedules.

Our hotel management solutions connect your hospitality-specific strategy and plans to your front- and back-office systems so you can make better decisions and more money. From hotel financial management software, to food and beverage management software, hotel property management software, central reservations, gaming management, and more, you'll get the tools you need to manage availability, rates, reservations, guest profiles, and in-house services.

Join more than 10,000 hotels, resorts, gaming properties and government housing facilities worldwide that use Infor Hospitality software, which was developed by technology experts who have more than 25 years of experience in hospitality.

# Connecting your entire organization



**Unify your work**



**Define and increase satisfaction**



**Track and streamline operations**



**Manage staff efficiently**



**Optimize relationships**



**Yield stronger profits**



**Sustain services**



# Unify your work

With Infor Hospitality software, you'll have access to a single source of reliable data with the power you need to maximize revenue across your organization by as much as 7%.

## Challenge

Critical applications are spread across operations, slowing process and service. Deployment of applications takes time to integrate in all profit centers.

## Solution

An integrated, beautiful tech platform.

## The Infor 10x technology platform

Infor ION integrates multiple critical applications in a single interface, while Infor mobile and flexible deployment options increase agility to respond to market pressures. Social collaboration tools streamline communication and tie into analytics and business processes.

## Response

56% of respondents agree they could improve the effectiveness of leveraging technology to lower operational costs in their hotel. *(BITAC Tech & Ops attendee survey 2013)*



# Define and increase satisfaction

Respond quickly and effectively to guest complaints, build relationships with your customers and improve communication within your organization to become more efficient and effective.

## Challenge

Disparate data makes it difficult to measure guest satisfaction or connect business goals with response to customer issues.

## Solution

A tailored workflow that maximizes inventory and provides measurable key performance indicators.

## Hotel Property Management

Infor's award-winning HMS combines extensive resources for support and service with a well-architected and heavily developed PMS solution, letting you focus on profits while satisfying guests.

## Response

Infor PMS customer TripAdvisor reports that more than one billion travelers visited their website during the first half of 2013.

*(Trip Advisor, Hotel News Now)*





# Track and streamline operations

Consolidate all financial data into a single system with a hospitality-centric architecture provides easy interoperability with other software solutions, and includes fast flexible deployment options.

## Challenge

Accounting data is disconnected from operational systems, inhibiting financial management across the enterprise.

## Solution

Gain in accuracy and efficiency with one source for financial data.

## Enterprise Performance Management

More than 2,200 worldwide hospitality companies have implemented Infor™ SunSystems for Hospitality. The solution provides predefined charts that adhere to hospitality standards such as USALI, industry-specific analysis, tailored reporting, and multi-currency management.

## Response

“Low levels of new supply, along with above-average increases in demand and ADR are forecast through 2015, resulting in 6.1 to 7.4 % annual RevPAR gains through 2014.” *(PKF- Hospitality Research)*



# Manage staff efficiently

Align schedules with demand, reduce gross payroll by as much as 6%.

## Challenge

Coordinate staffing levels with fluctuating demand. As industry-wide employment continues to trend upward, so does the financial impact of finding the right balance.

## Solution

The most functionally rich solution for aligning long-term workforce planning with short-term forecasting and scheduling

## Workforce Management

Control costs, increase revenue, and adapt to changing conditions on the fly. In all areas of workforce management—planning, scheduling, time and attendance, absences, and sophisticated business tools for measuring and analyzing performance.

## Response

“Controlling labor costs will be a major contributing factor enabling revenue gains to translate into double-digit annual growth in profits.”

*(PKF- Hospitality Research)*



# Maximize performance

Reduce financial planning time by up to 70% and get access to information anytime, anywhere with fully integrated budgeting, planning, and forecasting tools.

## Challenge

Forecasting requires immense time and support, a process that does not take advantage of opportunities that surface in real-time.

## Solution

See in-context BI at the point of decision.

## Corporate Performance Management

Infor's contextual business intelligence lets you view valuable sales and operational KPIs in real-time, with multiple dimensions of data right at your fingertips. Use analysis to upsell and increase revenue immediately.

## Response

Finance executives rank support for continuous forecasting, reduced dependence on IT, scenario modeling, and driver-based planning the top four most important features in a budgeting planning solution. *(2012 BPM Pulse Survey Results – Budgeting & Performance)*



# Optimize relationships

Improve your on-line promotional capabilities through social channel interaction from a single workspace and increase sales by as much as 54% online and 36% offline with product promotions.

## Challenge

Become a part of the conversation online, where “customer decisions and behaviors are increasingly driven by the opinions, tastes, and preferences of an exponentially larger, global pool of friends, peers, and influencers.” (*Nielsen, State of the Media: The Social Media Report*)

## Solution

Personalize every guest interaction.

## Customer Relationship Management

The Infor Epiphany Marketing system combines historical, personal, and contextual information, as well as real-time analytics capabilities and business rules to improve acceptance rate of targeted marketing promotions and help guest-facing staff present the most attractive offers.

## Response

“The Infor Epiphany Marketing system helps us spend less time on administrative tasks and instead allows us to fully focus on strategy, messaging and segmentation so that we can better communicate with our guests.” (*Nikki Donofrio, senior vice president, Brand Marketing, Great Wolf Resorts*)



# Yield stronger profits

Bring in your most profitable customers when it counts and increase revenue by a typical 4% to 7% from year one with very little investment.

## Challenge

Peak demand periods do not always generate optimal revenue, creating missed opportunities.

## Solution

Structure processes to analyze untapped potential revenue streams.

## Revenue Management

Infor's industry-specific solution calculates demand forecasts for each future use of your rooms, and recommends appropriate selling strategies, such as open/close rates, stay controls, open/close room categories, and overbooking levels—maximizing yield and profit.

## Response

“Using the forecasting, recommendation and analysis that the system offers, we have been able to maximize revenue opportunities for each of our market segments and sustain RevPAR growth by following the system recommendations.”

*(Nathan Crisp Corporate Director, Revenue Management, TRUMP HOTEL COLLECTION)*



# Sustain services

Reduce energy costs 10-15% while promoting sustainability and guest satisfaction.

## Challenge

Rising costs and diminishing supplies makes it harder than ever to maintain exceptional service.

## Solution

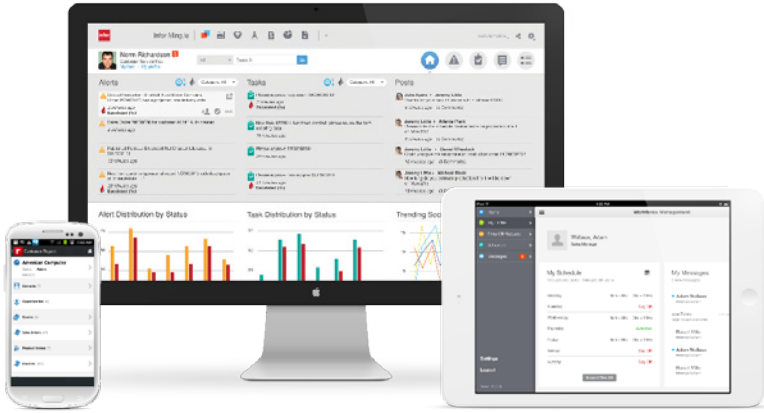
Allocate assets more efficiently to exceed guest expectations.

## Asset & Incident Management

Track your entire organization's assets and maintenance incidents and perform preventive maintenance resulting in fewer out-of-service calls for each of the assets, decreases costs, and increased profits and growth.

## Response

"Rising populations and increasingly scarce resources will provide a challenging business environment in which sustainability will need to be embedded within all facets of the industry. (*"2015 Game Changers & Spectators"* – Deloitte Research, Hotel, Travel & Leisure)



# Get started today

Discover more: [go.infor.com/hospitality-solutions](http://go.infor.com/hospitality-solutions)

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