



NH COLLECTION

nhow
elevate your stay

Hesperia
RESORTS

Size:

NH Hotel Group is Europe's third-ranked business hotel chain. It operates close to 400 hotels with almost 60,000 rooms across Europe, Africa and the Americas.

Customer Since: June 2013

Indra Solutions:

ERP, CRS, CRM, PMS, POS, S&C, Web & Mobile, BI, Loyalty.

Business Impact:

- Boosted look-to-book ratios in the completely redesigned website.
- Single view of the guest thanks to a global customer profile for more than 13 million guests.
- Increased administration processes efficiency due to the global back-office implementation plan.
- Significant reduction on core IT platform operating expenses.
- Improved growth support – Acquisition of Royal Hotels
- Innovative customer oriented initiatives: Room On-line, Check-in, Meetings CRS, etc.
- NH recognized as an IT innovative chain.



Case Study

NH Hotels experiencing the benefits earlier than planned from Brandwide Rollout of Indra's All-in-One Guest Management System

Indra's TMSforHotels Suite is a critical part of the NH brand transformation

NH Hotel Group, operating four brands and almost 400 properties, recognized that in order to achieve their aggressive goals and respond to the latest industry trends where guests are more demanding than ever, they had to make deep changes. NH also realized that substituting one system for another system wouldn't be the leap forward they were committed to delivering. To drive growth, cost efficiencies, and a new customer-engagement practice centered on guest personalization, NH looked to Indra and SAP.

"Continuing with the industry's typical best-of-breed systems approach would only get us so far," said Alu Rodriguez, NH Hotel Group CIO. "Not only is it difficult to manage, but every interface represents huge costs and an opportunity for system failure. In addition, it inhibits our Marketing and Sales teams to respond quickly to changing markets. We needed to become more fluid and rapidly respond to market changes. To do this, we needed to have a platform solution in place where all our core systems would reside.

"We were familiar with SAP, as it is the leading global supplier of enterprise applications in the market, and it has a proven commitment to innovation and integration of new technologies," Rodriguez said. "Indra, as a member of the exclusive club of SAP® Global Partners and co-innovation partner for the hospitality industry, has an industry-specific solution suite for SAP (TMS) which covers all the operation needs of hotel chains. With those two forces combined, we knew our enterprise would flourish if it operated within Indra's Travel Management Suite."

NH Hotel Group is now reaping the benefits of:

- A new enterprise platform for all core functions deployed in less than two years.
- A single view of guests that will enable the development of innovative Customer Experience Management policies
- End-to-end business processes support.
- Streamlined corporate functions.
- Guest data accessible across the entire enterprise.
- An efficient and cost effective platform to grow the brands.
- Platform powered by an in-memory database which can process all structured and unstructured data in real-time, giving real-time personalized guest interactions.
- A platform which is open and allows quick customizations for brand differentiation opportunities.

Smooth transition to a new paradigm platform

“The implementation plan was complex and aggressive, and Indra is delivering on the plan,” Rodriguez said. “Since Indra has already preconfigured and improved SAP standard functionalities to the needs of the hospitality industry, implementing the platform was done with little business interruption and risks were drastically reduced.

“Migrating all core systems of a 380 hotel chain distributed in nearly 30 countries to a single integrated platform, while managing day-to-day operations with the older platforms, and not only minimizing disruption, but supporting business needs, has been a challenging task in which we have not only met our planning goals but surpassed expectations and most optimistic estimations,” she said. “The quick roll-out of the base platform, together with Indra’s roll-out methodology and best practices have allowed NH Hotel Group speed up the optimization of the global administration function worldwide, which will allow the group to reduce drastically its support costs.

“Implementing and rolling out the TMS platform across all our properties and countries was a first step in our vision to leverage IT to deliver unsurpassed customer service initiatives and make NH Hotel Group as a leading IT innovative chain,” Rodriguez added. “While we are already increasing improving our look-to-book ratios and customer satisfaction scores, it is in the new functionalities we are releasing (room check-in, meetings CRS, etc.) and will release in the future, where we are focused on delivering a more personalized customer experience at every interaction point throughout the customer journey.”

Goals of NH Hotel Group CEO Federico González Tejera:

1. Globally transform the brand and spearhead growth.
2. Improve the customer experience.
3. Boost marketing and sales effort with an improved Website and Loyalty Program
4. Streamline the organization using technology

Implementation Strategy:

To use Indra’s SAP-based TMS platform to bring its property and central functions online via:

- ERP roll-out to every country for all back-office processes
- CRS, CRO, Distribution to call Channels
- CRM and Loyalty
- PMS, POS, S&C
- Business Intelligence
- New website and booking engine with completely redesigned user interface.

Results:

- NH’s global headquarters and all hotels in 28 countries are running all back-office functions on a single, integrated holistic solution from Indra, built on SAP.
- To date, NH Hotels Group Front Office rollout is 75 percent completed, and are working tirelessly to ensure completion in Q3 2015.
- More than 3,500 users are currently operating in one single system, performing more than 30,000 check-ins and creating more than 10,000 new guest masters per day.
- The world class Top 25 hotel chain is operating its property and central functions off one single integrated platform.