Solution Architectures:
The Hospitality Industry

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Application Development & Integration

Andersen's Solution Architecture for the Hospitality Industry

- Addressing issues in technology, Andersen's solution architecture can affect the business in the following ways:

Increase	Decrease
• Maintainability of solution	• Development time for integration of new application components
• Extensibility of architecture to integrate additional components	• Complexity of existing architecture
• Ability to enable field workers with technology	• Reliance on applications with a closed architecture
• Customer satisfaction due to process efficiencies	

State of the Enterprise Architectures in Hospitality Industry

82% of respondents believe that the closed architecture of the industry's technology has had a negative financial impact.

Hospitality 2000 – The Technology

- Technology currently viewed as an enabler of an existing business model rather than the foundation for an updated business model

- Lack of strategic planning around the architecture for the enterprise is preventing established chains from being leaders rather than followers in the internet market

- Weak strategies exist to manage, mine, and react to customer information

Future of the Enterprise Architectures in Hospitality Industry

The foundation of success increasingly is the ability to create new business models that leverage Internet technologies to deliver unique value to customers.

Ian Graham, Andersen, London

- Technology will be part of an integrated business plan where the technology supports the plan

- Focus on fully integrated system that centralizes data and integrates property management, central reservation applications, and data warehouses

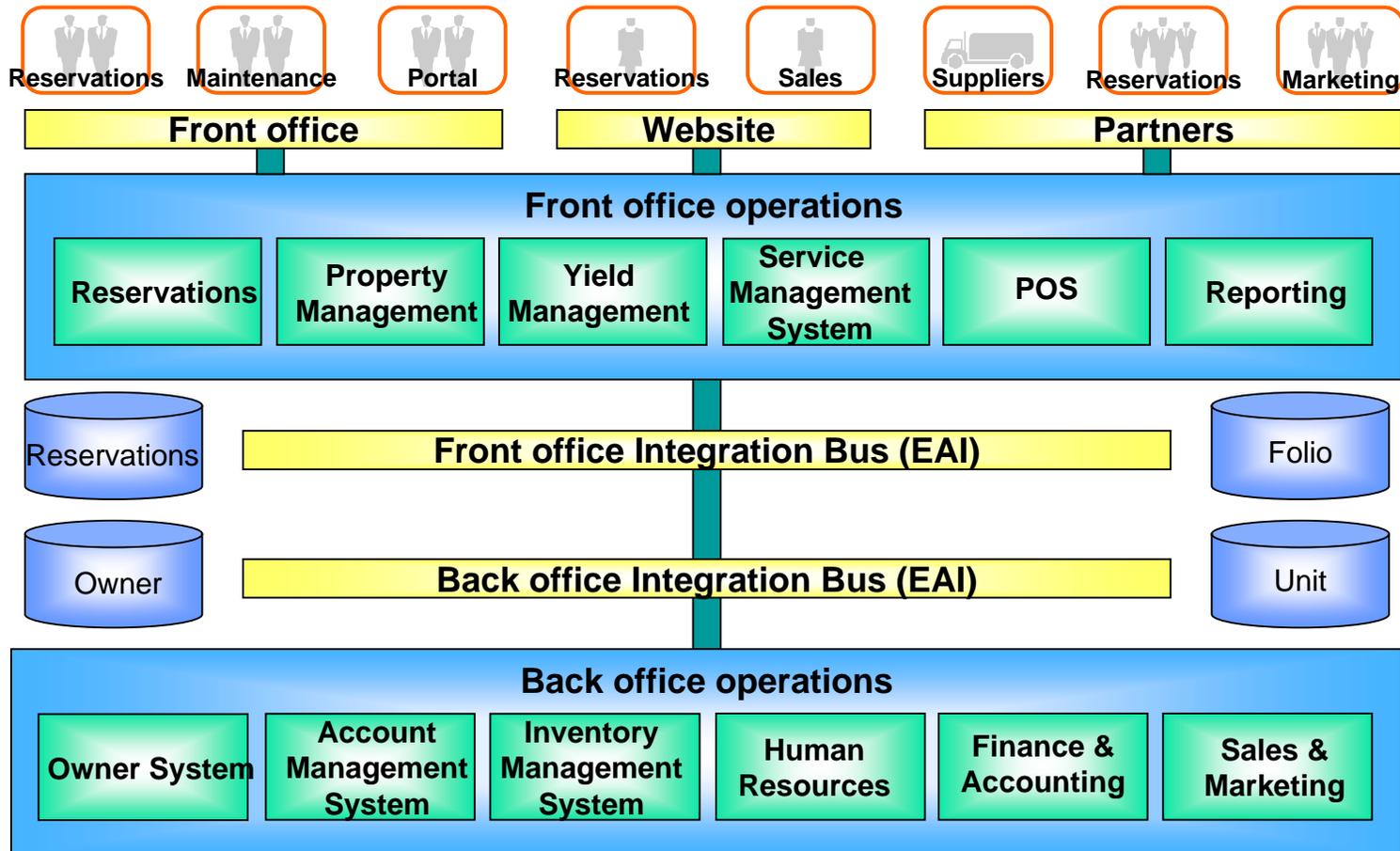- "Single Image" view of the organization will become the next competitive advantage

Andersen's Architecture Approach

"Adding new features and functionality should be constrained by the complexity of the new features and functionality, not the limitations of the existing architecture"
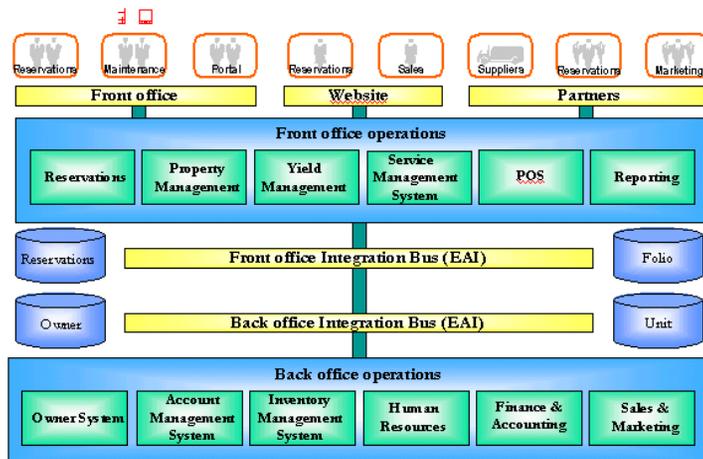
Andersen's Solution Architecture for the Hospitality Industry

Solution Architecture: Features

Enterprise-caliber architecture that has already been proven to be effective

- Distributed architecture can support centralized or decentralized operations

- Scalable across most hardware and platforms from Windows to Linux to AS/400

- 24/7/365 fault tolerant architecture

- Extensible framework allows for easy addition of new components and functionality

- Built using enterprise-quality market standards and tools

Solution Architecture: Total Process Integration

Front Desk Portal

Reservations

Check-in

Back Office

Administration

Maintenance

Solution Architecture: Focus on Data

Centralized
Data
Repository
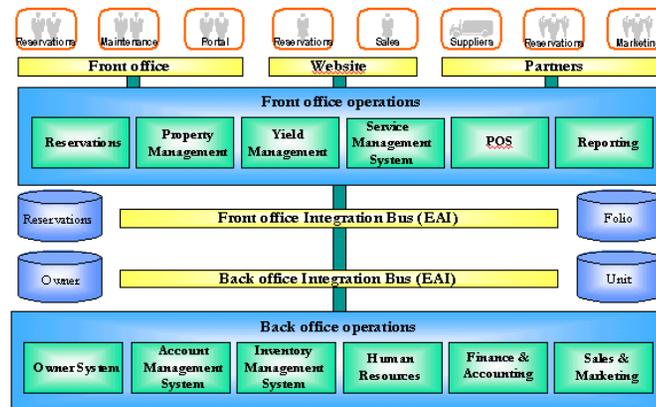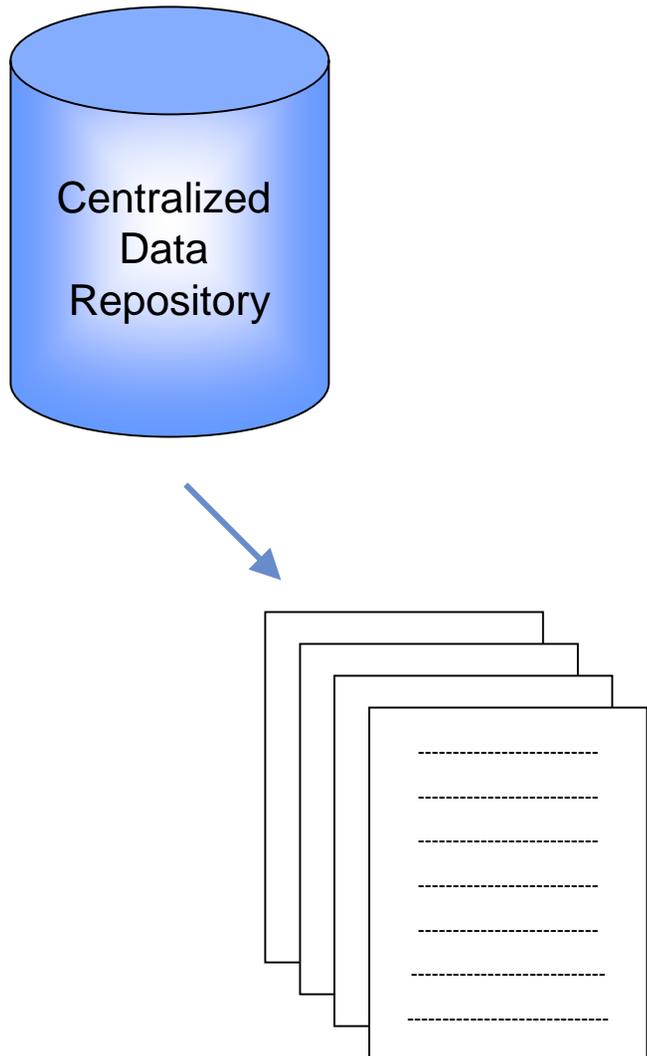
Shared data repository to be used across the enterprise

- Eliminate redundant data and errors in the manual process

Data mining across all functional areas

- Increase bottom-line results by identifying new revenue streams

Integrated reporting architecture

- Increase understanding of operations through ability to view integrated picture

Solution Architecture: Focus on Integration
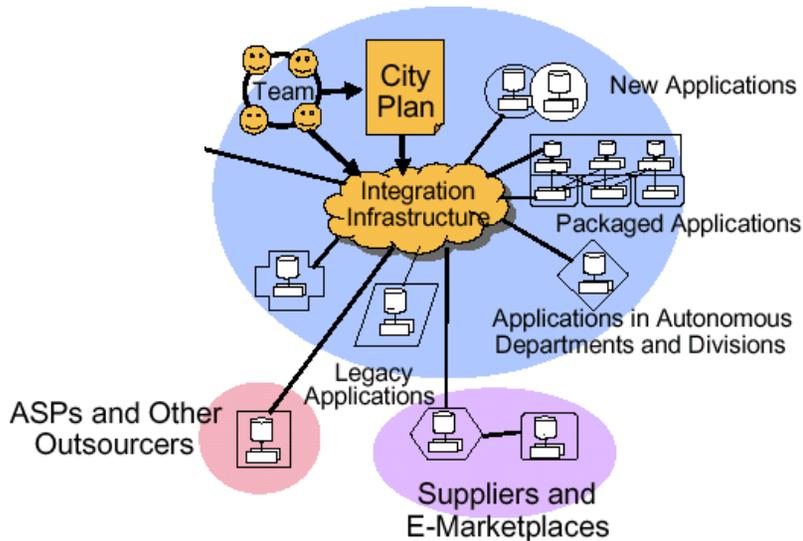
Standard integration architecture

- Eliminate redundant data and errors in the manual process

Integration with Partners

- Increase sales through dynamic integration

Tight integration between applications and processes

- Better interaction reduces processing time and increases customer satisfaction

Solution Architecture: Focus on Distribution

webServices for remote system integration

- Use of industry standard protocols allows for easy integration with remote systems
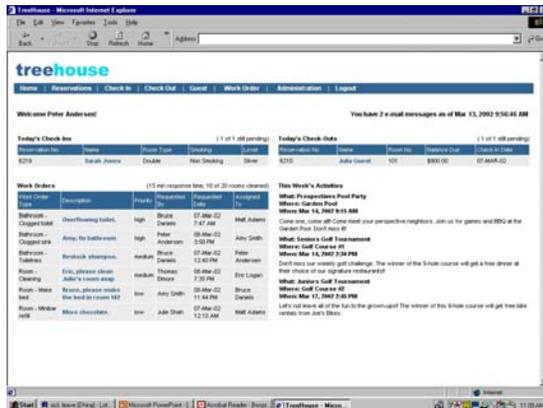
Anytime, anywhere access

- Use of handheld and wireless devices allow employees to update the system from the field

Allow customers to update the system

- Creation of secure interfaces to allow customers to work with the hotel at their own pace

Breakthrough thinking: The Front Desk Portal

Today's check-in

Instant access to pending check-ins.

Message system

Quick access to emails

Welcome Peter Andersen!

You have 2 e-mail messages as of Mar 13, 2002 9:56:46 AM

Today's Check-Ins (1 of 1 still pending)

Reservation No:	Name	Room Type	Smoking	Level
6219	Sarah Jones	Double	Non Smoking	Silver

Today's Check-Outs (1 of 1 still pending)

Reservation No	Name	Room No.	Balance Due	Check-In Date
6210	Julia Guest	101	$900.00	07-MAR-02

Work Orders (15 min response time; 18 of 20 rooms cleaned)

Work Order Type	Description	Priority	Requested By	Requested Date	Assigned To
Bathroom - Clogged toilet	Overflowing toilet.	high	Bruce Daniels	07-Mar-02 7:47 AM	Matt Adams
Bathroom - Clogged sink	Amy, fix bathroom	high	Peter Andersen	08-Mar-02 3:58 PM	Amy Smith
Bathroom - Toiletries	Restock shampoo.	medium	Bruce Daniels	07-Mar-02 12:40 PM	Peter Andersen
Room - Cleaning	Eric, please clean Julie's room asap	medium	Thomas Elmore	08-Mar-02 7:35 PM	Eric Logan
Room - Make bed	Bruce, please make the bed in room 102	low	Amy Smith	08-Mar-02 11:44 PM	Bruce Daniels
Room - Minibar refill	More chocolate.	low	Julie Shah	07-Mar-02 12:10 AM	Matt Adams

This Week's Activities

What: Prospectives Pool Party
Where: Garden Pool
When: Mar 14, 2002 9:15 AM

Come one, come all!! Come meet your perspective neighbors. Join us for games and BBQ at the Garden Pool. Don't miss it!!

What: Seniors Golf Tournament
Where: Golf Course #1
When: Mar 14, 2002 2:30 PM

Don't miss our weekly golf challenge. The winner of the 9-hole course will get a free dinner at their choice of our signature restaurants!!

What: Juniors Golf Tournament
Where: Golf Course #2
When: Mar 17, 2002 2:45 PM

Let's not leave all of the fun to the grown-ups!! The winner of this 9-hole course will get free bike rentals from Joe's Bikes.

Today's check outs

All check outs are pushed to the user

Maintenance/Room cleaning

View outstanding work orders, average response time and room cleaning status

Upcoming activities

Get instant information about upcoming activities, schedule changes, maintenance work and much more

Andersen's Solution Architecture for the Hospitality Industry

The next big technology cycle will focus on the fully integrated system that brings customer, statistical, and financial information together through an integration of property management, central reservations, data warehouse, and distributed database systems

Hospitality 2000 – The Technology

- Andersen's architecture adheres to industry standards and uses common scalable technologies

- Interface-based integration will allow the addition and replacement of components with ease

- Reduction in effort to maintain applications will allow the business to focus on what is important – the customer

Questions?

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