



CASE STUDY

EFFECTIVELY SCALE OPERATIONS ENVIRONMENT TO ACCOMMODATE GROWTH

OPTIMIZE & EXECUTE

Enhancing and Integrating Key Applications Provides Global Flexibility

THE BUSINESS CHALLENGE

Our client, the world's largest hotel company, needed to improve its internal operations. Operating and maintaining more than 3,500 franchise and owner-operated hotels and resorts across nearly 100 countries and territories worldwide required constant manipulation of four key applications. The problem was that the **applications could not accommodate the fast-growing number of internal users and external clients** in the company's expanding market.

The key applications were a proprietary reservation system used to facilitate the marketing of the five separate hotel brands in the company; an industry-standard global distribution system; a marketing analytic collection and distribution system; and a system to manage the widely disparate properties of the company. All of these were used to share information with various subsidiaries and franchises worldwide. The breadth and scale of the problem convinced management that expert help was necessary.

AGSI'S HIGH-LEVERAGE SOLUTION

AGSI analyzed the four key applications, their scheduled enhancements and the business environment of the corporation. With this analysis, AGSI devised a transformation plan for the integration and enhancement of the applications.

Using **Application Development Best Practices from AGSI's proprietary Business Technology Effectiveness (BT3™) Framework**, AGSI:

- Scheduled and coordinated all functional improvements to the core applications
- Converted the massive record of guest names to an expanded database that allowed for historical additions and dynamic changes to current and future bookings
- Analyzed, tuned and improved the performance of all remaining databases
- Performed application enhancements throughout the remainder of the corporation's software portfolio

VALUE TO THE ENTERPRISE

AGSI's ability to step in quickly and execute this transformation gave the client the stable foundation it needed to **improve its internal operations and accommodate its growing number of users** on the key applications.

IN BRIEF

CLIENT:

Leading Hotel Company

ENGAGEMENT:

Operations Applications Transformation

CHALLENGE:

Determine a scalable solution for four key operations applications that no longer sustain company's strong growth

OUTCOME:

An enhanced, integrated application environment improves operations and provides the platform to support long-term growth