



CUSTOMER:
Best Western Australia



INDUSTRY:
Hotel Management



LOCATION:
Sydney, Australia



PRODUCT:
Sage ERP Accpac and Sage CRM

“I hadn’t worked with either the Sage ERP Accpac solution or Enabling before this project. I was impressed with the core functionality provided and Enabling’s ability to quickly understand the business needs and how they could bring components together to meet the client’s needs.”

NIGEL EVANS – SYSTEMS EVALUATION LEADER, BEST WESTERN HOTEL CHAIN

THE SCENARIO

The hotel chain has a heritage dating back to 1957 when it was one of the first national standards bodies in the hospitality industry. During its many years of operation, the Company has gone through a number of organisational changes, with resultant changes to its Information Technology systems.

By 2003, these cumulative changes had led to a position where there were numerous different databases, Accounts Payable, Account Receivable and other systems, along with limited integration to General Ledger. A lack of business functionality in these systems led to incomplete business processes and staff storing their own copies of information. Managing the organisation was not easy and a new IT strategy was required. The new strategy was managed for the Company by independent IT consultant Nigel Evans of transatelIT.

THE REQUIREMENT

Understanding that they could no longer operate like this to effectively manage the business, two aspects of the new strategy were to replace the accounting systems and to source a Customer Relationship Management (CRM) System. The selection process commenced with a review of the business needs and the development of a formal statement of requirements, against which various suppliers’ capabilities were measured. These suppliers included a wide range of the mid-tier packages, including the incumbent suppliers, Sage, Epicor, Great Plains, Pronto, Solomon and Systems Union.

THE SOLUTION

The solution that was finally chosen was put forward by Enabling and involved two Sage products – Sage ERP Accpac and Sage CRM. Sage ERP Accpac would fulfill the role of managing the financials and financial reporting and the customer relationship management (CRM) requirements were to be addressed by Sage CRM, an integrated sales, marketing, customer support and call centre automation solution.

CRM is the heart of the system, with a number of business specific software modules being built on top of the core CRM capabilities to manage Best Western Australia’s very specific requirements. These included the calculation of various membership

ABOUT BEST WESTERN

Best Western Australia is part of Best Western – the world’s largest hotel chain with 4,100 properties around the world. The Australian business has 260 hotels across the country.

They are a highly recognised brand within the travel industry and individual hotels join the organisation to gain sales, marketing, purchasing and other benefits of membership.

ABOUT ENABLING

Enabling is the recognised leader in the provision and support of business management applications throughout Australia and New Zealand, especially in the areas of technical and development expertise, solution design and long-term customer service. With offices in Melbourne, Sydney, Brisbane, Auckland, Wellington and Christchurch, we have both strength in numbers and depth of expertise to support organisations of all sizes and with a multitude of requirements.

ABOUT SAGE

Sage is a global provider of end-to-end business management solutions covering areas including accounting, supply chain, point of sale, EDI, web store, manufacturing, construction, property management, business intelligence, CRM and hosting services. The offering meets the unique requirements of mid-market Australian and New Zealand businesses. Sage's solutions cover a wide range of business disciplines to enhance a customer's competitive edge and provide seamless integration across its internationally recognised and award-winning solutions. In addition, these solutions are designed to be comprehensive, scalable and cost-effective, ensuring that as a customer's business grows or needs change, so do the solutions.

PRODUCT CHOICES

- Sage ERP Accpac
- Sage CRM

fees, service charges, invoicing, the management of a credit card programme aimed at the corporate travel market and voucher based marketing programmes aimed at the travel industry. The various financial transactions generated from CRM are passed to the Financials via standard Sage integration tools.

All financial data are accumulated to show total revenues, costs of revenue and more. This is added to non-financial data such as help desk and service calls managed for each hotel.

The implementation was broken into three stages, minimising the impact on the organisation and while Best Western had been at pains to clearly document its business process and the requirements of the new system, changes were required as part of the implementation and there were accommodated by Enabling. The key objectives of the project were to provide a single view of customers and their data, provide staff with improved access to more reliable data, while improving the organisations efficiency.

THE RESULTS

With a fully integrated single solution the chain is now experiencing a higher degree of data integrity than they've been able to achieve in the past. The same information is now readily available to all staff that need it. The CRM solution engages all departments and brought them together with a single database of clients, suppliers and business partners. Marketing is able to manage the effectiveness of their campaigns while the sales team is able to manage their sales progress.

THE FUTURE

The next step is to make further use of CRM's Workflow capabilities to automate more standard business processes, increasing the integrity of data and the efficiency of the organisation. Another focus is to support the various Sales and Marketing activities of the organisation.

"The CRM system in particular has brought in a new ability to manage the relationship with the individual hotel owners and we are now able to work with them from a context of being able to see a more complete picture of the relationship."

NIGEL EVANS – SYSTEMS EVALUATION LEADER, BEST WESTERN HOTEL CHAIN

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