



Case Study: How One Global Hospitality Company Rests Easy at Night

Highlights

- 17% Cost Reduction on \$1.5 million dollar spend
- Better service to a growing chain of over 700 hotels in North America
- A streamlined, efficient system that supports additional company growth

“DataSource knows our products and has invested the time to understand our business. They are flexible with our timelines and can think through solutions with us and adapt. No one has been able to compare to what DataSource provides.”

The Challenge

With more than 700 hotels across 4 brands, a dynamic worldwide hotel chain had two distinct challenges. First, there were multiple, disparate local marketing ordering systems both within the brands and across the organization. For example, Brand A was sending Training and Marketing users to two different sites for elements needed at the local level, while Brand B, C and D each had their own separate sites. Second, across the hotel locations, and within each hotel’s departments, there was an isolated buying process that was leaving money on the table in both indirect labor efficiencies as well as direct spend. With dynamic day-to-day operations and an expanding portfolio, this growing hotel chain needed a solution to keep up with the demand and ever-changing environment of the hotel franchisees.

The DataSource MarketNow Solution

DataSource quickly went to work reviewing the existing structure, workflow process, required services and production pricing.

In a phased approach, the hotel chain was able to consolidate technology and production providers, reducing the complexity and cost of execution. Streamlined procurement, local ordering enablement and an improved local market billing process saved the hotel chain significant labor hours, improving franchisee satisfaction and allowed the national teams to refocus on strategic initiatives.

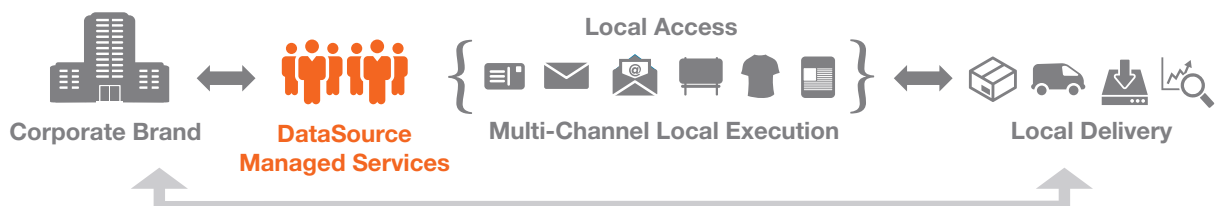
Using the DataSource certified network of suppliers, the brands were able to reduce production costs by 17%, reallocating dollars to local marketing execution. Significant savings were realized in the training department with the addition of custom designed boxes that allowed for more contents in a box, an organized, efficient shipping process and detailed user instruction to improve program reception and understanding at local levels. By utilizing DataSource’s technology-enabled managed service model the hotel chain was able to streamline operations and reduce product costs.

Power Your Brand

For more than 25 years, DataSource has provided managed services, for brands with complex distribution needs, to develop and deliver multi-channel programs to local markets.



DataSource
data-source.com



See for yourself how DataSource can Power Your Brand

Contact us today at 877.846.9120 or send us an email at info@data-source.com