# CUSTOMER CASE STUDY

## CLIENT OVERVIEW

Established in 1985, White Lodging is a developer, owner, and manager of 150 premium hotels in seventeen states. With so many hotels in their portfolio, you can imagine the amount of invoices they process every day, which is why they approached Ascend to implement an invoice imaging and business process automation that would integrate with their Lawson Accounts Payable application, thereby saving them time, money, and lots of headaches.

## "HANDS FREE" APPROVAL ROUTING

With 150 hotels inputting their invoices manually each day into their Lawson system, the Accounts Payable staff was spending an inordinate amount of time doing the 'paper shuffle' dance. Routing invoices for approval took a significant amount of time and was difficult to track. Now, with Ascend's AP Business Automation and "Hands Free" routing, White Lodging saves over 160 hours each month in approval routing over other imaging systems. The routing process
is automatic and immediate.

> *"The relationship continues to grow with Ascend because of the success of such programs as their Advanced Workflow."*
>
> *Ken Barnes Vice President, Information Technology*

## CONTROLLING THE PAPER MONSTER

According to the White Lodging corporate field controller, Craig Nash, *"trying to locate invoices that coincide with a sales and use tax audit use to be unbearable, but with Ascend's help we have the images we need just a few clicks away."* While many of ascend customer scan their own invoices, white lodging sends their invoices to ascend for outsourced scanning. Ascend performs the document sorting, prep, scanning, initial indexing and routing validation. Then ascend transmits the invoices to white lodging headquarters for coding by the general manager, which is validated in real-time against the Lawson general ledger and then automatically added into Lawson immediately upon approval. No back-and-forth mail routing. No long-term searches for invoices.

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## CONTROLLING THE PAPER MONSTER- CONT.

*"We have greater control over our invoicing process and if something is not completely right with the invoice, the system lets us know immediately",* states Mr. Nash. Ascend's Advanced Workflow and Business Automation Solutions does not pigeon-hole the customer to accepting a pre-defined program; but rather they offer an easily-tailored, configurable solution that integrates seamlessly with any existing business programs. *"We estimate that Ascend is automating over 10,000 documents each month for us, and saving us an immense amount of time and labor in the process,"* says Mr. Nash. *"Ascend's ability to understand not only our document routing and storage needs, but also the need for immediate integration with Lawson was a big part of our reason for choosing them."*

> **"The ability to locate any document within just a few clicks of a mouse is really important for our business, and with Ascend's help, we now have that ability."**

## JUST THE BEGINNING

Good partnerships evolve over time, and as White Lodging has discovered, one goal leads to another once the working arrangement is good. Starting with ReportSafe, Ascend's Enterprise Report Management Solution, White Lodging chose Ascend to automate a purchase order control process, licenses and permits, capital purchases, and AP Invoice Automation. They also use ReportSafe for their document archiving, report generation and image capture. *"We know that there will be more needs down the road and we look forward to working with Ascend for a long time to come",* says Mr. Nash.

## ABOUT WHITE LODGING

Established in 1985 and headquartered in Merrillville, Indiana, White Lodging is a developer, owner and manager of 150 premium brand hotels in seventeen states — a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to-large-scale hotels across the country. Their managed portfolio encompasses representation of the following leading brands: Marriott; Residence Inn by Marriott; Courtyard by Marriott; Fairfield I & Suites by Marriott; Spring Hill Suites by Marriott; Renaissance; Radisson Hotels; Intercontinental Hotel Group; and Hilton.

> **"Ascend understands our business model and is able to take on every project we give them."**

**WHITE** LODGING

**ABOUT ASCEND**

Ascend Software, a computer software development company headquartered in Brea, California, delivers superior Enterprise Information Management and Business Automation solutions for the mid-range, Windows and mainframe environments. Distributed in fourteen countries, Ascend's solutions are recognized for their superior design and automation which provides their customers with a faster and greater return on investment.

The company's mission, Setting the Standard for Product Integrity, is highlighted in everything they do...from product development to installation to customer and technical service. Ascend delivers what they promise. Visit http://www.ascendsoftware.com for more information.

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