

## BENEFITS

- Continuous incremental improvement in supply chain efficiency and profitability
- Consistent purchasing process across all properties
- Better information sharing and accountability
- Comprehensive up-to-the-minute view of each hotel's spend and supplier competitiveness data
- Easy to deploy system that speeds up new hotel ramp-up period

## DEPLOYMENT COUNTRY

Ireland / Northern Ireland

## CUSTOMER PROFILE



- Hotel management company
- Portfolio of ten hotels
- Managing assets on behalf of owners in excess of €350 million
- Managed hotels' turnover in excess of €45 million per annum
- 1,100 bedrooms

*"The technology is straightforward. Changing people's purchasing habits and overcoming their fears was one of our biggest challenges. It took time but was worth the effort."*

**David Harrison, Group Purchasing Manager**



## Hotel Partners Chooses Marketboomer as Supply Chain Partner

### EXECUTIVE SUMMARY

Hotel Partners is a hotel management company dedicated to delivering long-term benefits to hotel owners. They accomplish measurable results by bringing robust systems and experienced people to run their clients' businesses. The company's portfolio has grown from three hotels in 2005 to ten in 2008.

### The opportunity for improvement

In 2005 Hotel Partners took a traditional approach to purchasing. Each hotel had its own purchasing procedures and software. This arrangement was unsuitable for a company intent on growth and world class management services to its owners. Challenges included:

- Mix of software applications and purchasing procedures.
- Suppliers and front-line staff who were resistant to change.
- Fragmented supplier and product information.
- Missed opportunities to leverage group buying power.
- No central control of suppliers and products.
- Lack of system integration made group purchasing information time-consuming to collect and difficult to analyse.

### How Marketboomer helped

Hotel Partners engaged Marketboomer's supply chain expertise and eprocurement system in October 2005. Hotel Partners' firm commitment to a more rigorous and structured purchasing model overcame initial supplier and staff member resistance. Automation of the 'procure-to-pay' process has simplified the end-user task of placing orders while reducing errors and increasing productivity. Suppliers are now more engaged with the system because they understand its benefits to them.

### The bottom line

- Food cost increases tracking 3% below inflation.
- Online system that can easily expand and grow with Hotel Partners' property portfolio.
- Because Marketboomer is 100% online there was nothing to install or maintain, this minimised the technology overhead.
- Comprehensive, detailed spend data collected automatically which is used to continuously drive savings opportunities.
- Powerful management information readily available and used in supplier negotiations to improve bargaining position.

According to Brian Savage, Hotel Partners CFO, the most important benefit Marketboomer brings is that, "We now know what we're buying, who we're buying it from and at what price. The control for purchasing is now with us and not suppliers thus allowing us to deliver further benefits to our member hotels."