

case **history**



BELMOND

CLIENT

Belmond Italia SpA

SECTOR

Hotellerie

WEB SITE

www.belmond.com

ZUCCHETTI'S SOLUTIONS:

Scigno PMS multi-property

Easymeal - F&B solution

Digital Hub

Electronic Invoicing Management

Zucchetti PMS solutions for an exceptional and luxurious experience

Belmond Ltd., part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton, has been a pioneer of luxury travel for more than 40 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring and enriching destinations. Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to push the boundaries of luxury travel taking demanding global travellers on surprising and unforgettable journeys to unrivalled and storied locations. Today, Belmond's global portfolio is diverse, spanning land, water, adventure and relaxation, with international acclaim. Every property is remarkable and has its own timeless story to tell. Yet, the hallmarks of the Belmond brand thread through them all: heritage, craftsmanship, and a reputation for genuine, unscripted service create exceptional experiences that stir the soul. The iconic Belmond Hotel Cipriani is as enchanting as its many famous guests. In 1956, Giuseppe Cipriani dreamt of creating a haven close to St Mark's Square, yet away from the city bustle. Today, exquisite interior touches pay homage to its heritage, while Michelin-starred gastronomy, charming staff and the only Olympic-sized swimming pool in the city set this celebrated property apart. Today Belmond counts 46 luxury properties in 24 countries, and 9,100 employees worldwide. In Italy there are 8 hotels, located in some of the most beautiful places on the peninsula: Cipriani, Splendido, Splendido mare, Villa San Michele, Caruso, Casole Castle, Villa Margherita, Villa San Andrea and Gran Hotel Timeo. Belmond partnered with GP Dati for its Italian portfolio.

 **ZUCCHETTI**

www.zucchetti.com

CUSTOMER NEEDS

Belmond's main needs were :

- Centralize multi properties in Italy enabling to simplify integrations with Customers CRM
- Facilitate online sales through all available channels with an integration to the central reservation system
- Integrate a Revenue Management System to the PMS
- Integrate a Food & Beverage module to the PMS

The customer was also looking for a management system that was adaptable to the particular procedures of luxury structures, with customers who require personalized management of bookings and clients receptions in that specific region. Our solutions also guaranteed readiness and speed in making new hotels operational, thanks to the centralization of the data base. Scigno has been the right choice for the Italian hotels thanks to the completeness and the adaptability of the software to the specific needs of the customer, in order to streamline the processes.

PROJECT COMPLETED

The partnership started in 2001 and is still in progress. Some of the specific developments are covered in the following for Belmond Italian Hotels:

- A unique CRO module
- The receptions of all Belmond Italian hotels
- The F&B, SPA and local Boutique activities (centralized management for all of them)
- The materials control system integrated with F&B
- The electronic invoicing
- The management control
- The attendance management
- Data warehouse for revenue purposes
- Data warehouse for F&B analysis

Belmond's initial need was to organize the CRO for Italian Hotels in order to manage sales at the best and in the meantime share the information with all the departments, in real time.

Analysis functions have been evolving over time and are critical for the Belmond Group with integrations to further data processing systems like data warehouses and Business Intelligence solutions

The most recent development concerns the two-way interface with Synxs, Ideas and OSC of all hotels.

WHY ZUCCHETTI?

Michael Schlemper
Director Project Management
Office & Head Of Innovation

The solutions and developments provided by the GP Dati team have been critical to the ability to personalize the customer experience for our Italian portfolio. Additional integrations to our core central systems, like the CRS, RMS and CRM are vital to operate on a global scale to provide the right experience at the right time to our existing and prospective guests in a high end luxurious environment.

