

case **history**



CUSTOMER

Blu Hotels Spa

PRODUCT SECTOR

Hospitality

TURNOVER

62,4 million

WEBSITE

www.bluhotels.it

ZUCCHETTI SOLUTIONS:

TCPOS

Leonardo PMS
Hotel Management

Booking Expert
Nextteam

Innovating hospitality with wellness and fun

Blu Hotels is an Italian hotel chain, for over 25 years an authoritative player in the leisure sector of our country. 31 structures carry the Blu Hotels brand and have been synonymous with quality and prestige since 1993. The offer, which includes villages and hotels, has the common goal of attention to guest services and high service professionalism. Blu Hotels hotels and villages reflect the ideal settings to enjoy your holiday in wonderful surroundings, located in the best destinations in Italy.

CUSTOMER REQUIREMENTS

The Blu Hotels chain needed a new flexible IT solution, able to dynamically support its promotional system, managing the Packages/Treatments designed for its customers. The implementation led to supporting the communication flows of the Leonardo PMS system that updates the TCPOS Front End for management of the Group's restaurants and outlets. In real time, sales are deposited on the Datacenter, the interfaces implemented guarantee transfer of the "In-Room Accounts" of individual consumptions and updates of the Closing Fiscal data, to populate the accounting files. Moreover, as far as the Booking Engine is concerned, Blu Hotels needed a flexible and customizable solution that could adapt to the different structures of the chain that includes both hotels and villages. Finally, the Blu Hotels IT Department needed to overcome the obstacles posed by the previous IT system in order to strengthen the company's business initiatives. "We realized that the configuration of our system was becoming increasingly less efficient, above all creating a shortage in customer services and staff productivity," said Mr. Genellini, IT Director of Blu Hotels. The analysis of our total infrastructure costs revealed areas with operational shortcomings, in particular the Restaurant/Outlet management information system and the integrated management of specific treatments or agreements. Managing the cash systems in each hotel required too many resources, taking valuable time away from staff to carry out other projects. Therefore, the IT team felt it was unproductive to continue to manage the interfaces between PMS systems, on-site servers, back-up system maintenance, multiple updates and the customer database. Furthermore, the system did not allow Blu Hotels to carry out immediate on-site audits to keep track of hotel activities and carry out research and analysis.

COMPLETED PROJECT

TCPOS was chosen for the benefits provided by the centralized solution compared to the competing system. "At comparable prices, Zucchetti was able to offer Blu Hotels a scalable system, supported by a single datacenter located at the provider chosen by Blu Hotels and for integration with Leonardo PMS, the Zucchetti group hotel and hotel chain management system. The interface can recognize the customer, activate the packages and treatments dedicated to them and dispatch individual requests to the different hotels in real time, providing immediate marketing and sales support, in order to significantly increase turnover through targeted promotions directed to each customer type (Guests, Passers by, etc..) who frequent our facilities. In the same way, after recognizing the customer, the Palm Tops and Cash Terminals with TCPOS manage every single sales phase (of services, meals or events) applying their specific Blu Hotels conditions. The fundamental reason why Blu Hotels chose Zucchetti was the ability of the latter to put the solutions in different departments but on a single platform, thus allowing the centralization of installation, maintenance, updates and policy, providing tangible economies of scale while facilitating the controls and statistics available for the administration department. The bi-directional interface developed specifically for the Group, in addition to updating the TCPOS master data, provides the data of the in-room accounts transferred and those of sales/invoices, so as to update the squaring of the hotel's accounting records. Zucchetti made it possible to support all the Group's hotels, simplifying the installation of many terminals in different hotels and quickly aligning the new Blu Hotels structures, thanks to Zucchetti's widespread presence throughout Italy, customizing the TCPOS solution and adapting it to the exclusive environment of Blu Hotels" said Genellini.

The upgrade to the new professional TCPOS solution, installed in a data center in the Oracle environment, provides Blu Hotels with an adequate technological environment and efficient communication, ensuring constant and secure management of corporate information. The need to strengthen its online presence and increase website profitability led Blu Hotels, after a careful analysis of booking engines, to choose the Booking Expert solution, both for individual structures as well as for the entire hotel chain, responding to the specific needs, also of a graphic nature, of each individual structure. The same level of customization was extended to the templates of the group's websites, designed to be adaptable to different types of hotels and at the same time communicate the values and corporate identity of the Blu Hotels group. The solid but at the same time dynamic and flexible solution, attentive to the needs of a hotel chain, made it possible to double direct production on the Group's websites in the first year

WHY ZUCCHETTI?

Dott. Franco Genellini

IT Manager of Blu Hotels Group

Our priority was to quickly find an innovative, complete and profitable solution to replace the Blu Hotels technological infrastructure - explained Genellini - It was decided that the best way to carry out an in-depth evaluation of potential IT suppliers would be a pilot project. At the end of an initial evaluation, we selected TCPOS, one of the best solutions on the international market. We therefore decided to start by implementing the pilot in four Blu Hotels properties and then implement the centralized TCPOS solution, further expanding the benefits. Our PMS solution was also updated with Leonardo and Booking Expert as the Group's booking engine, in order to integrate and exploit the synergies of the various Zucchetti solutions.