

#Technology #Workshop

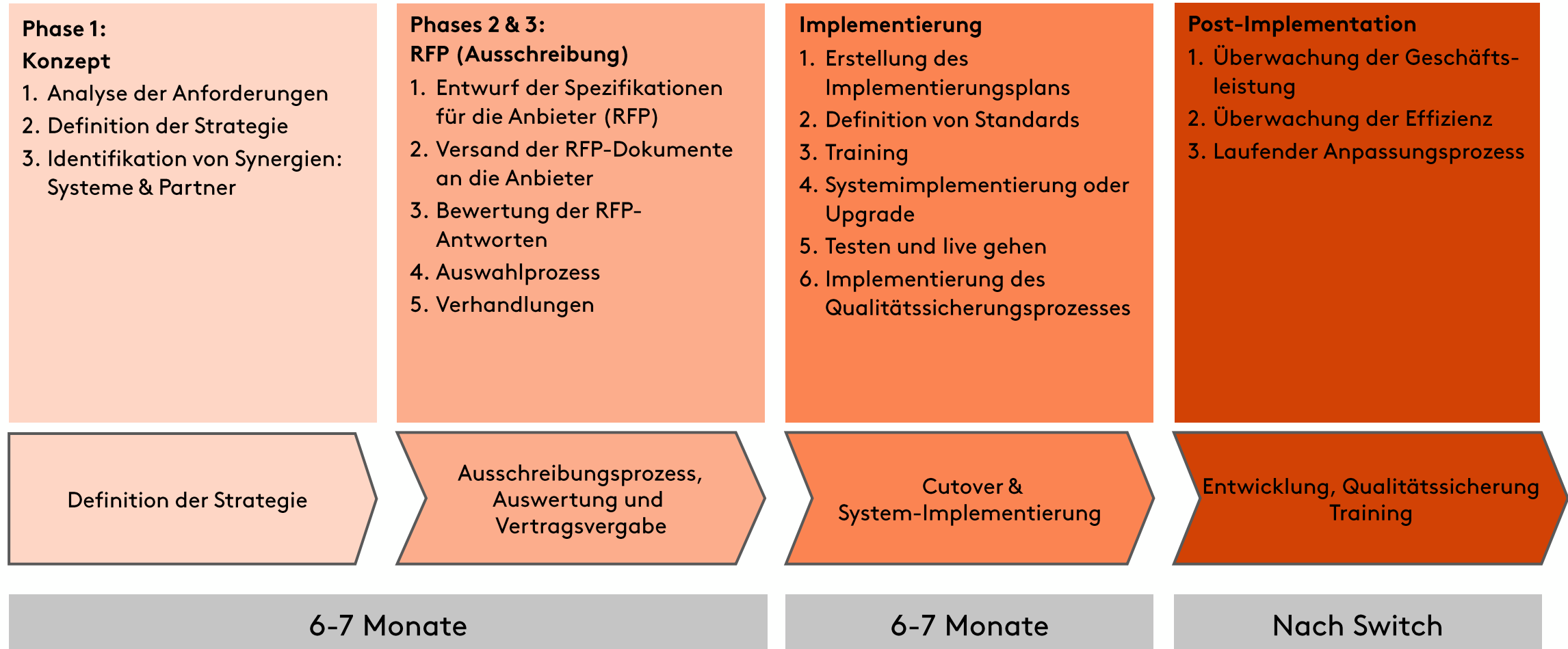
HSMA e- & MICE Day 2021

Hotel-IT Ausschreibungen: Strategie, Struktur, Best Practices

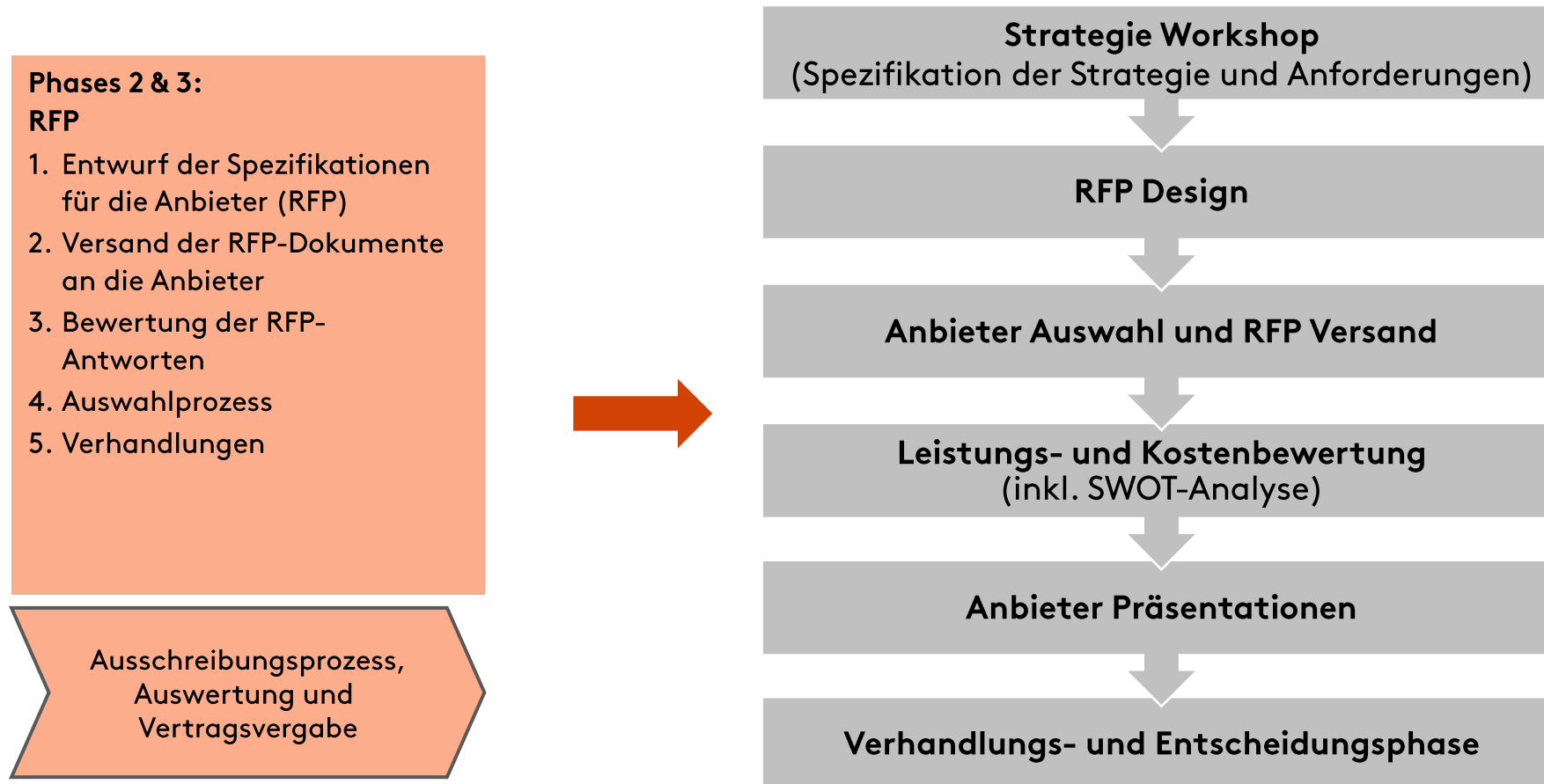
Vorgestellt von Michaela Papenhoff und Zsuzsanna Albrecht im Rahmen des HSMA e-Day 2021

6. September 2021

System Switch – Wie sieht die Planung aus?



Ausschreibungsprozess im Detail



Welche Unterlagen sollte der Anbieter erhalten?

- **Detailliertes Briefing-Dokument** mit Beschreibung der Ziele, derzeit verwendeten Systeme, des Zeitplans usw.
- **Hotel Liste**
- **Umsätze pro Kanal** inkl. Prognose für die nächsten 3 Jahre
- **Kostenblatt**, das von den Anbietern auszufüllen ist
- **Spezifikationsdokument** inkl. aller erforderlichen Funktionalitäten mit Ranking (z.B. 1-4, wobei 4 = Hauptkriterium)

Umsätze inkl. Prognose

Current & Projected Turnover in EUR (2018-2021 projected)

TOTAL	ALOS	ADR	2017	2018	Year 1: 2019	Year 2: 2020	Year 3: 2021
Rotana' TOTAL Turnover ¹							
TOTAL Room Revenue	2,1	110,4					
TOTAL Room Nights							
TOTAL Reservations							
<i>Revenue Growth (Property & Channel Growth)</i>				26%	9%	13%	21%

¹ Contract period will start October 2018; number of reservations and hotels per year cannot be guaranteed.

Hotel Chain Property Growth²

Property Growth Calculation	ALOS	ADR	2017	2018	Year 1: 2019	Year 2: 2020	Year 3: 2021
TOTAL Room Revenue	2,1	110,4					
TOTAL Room Nights							
TOTAL Reservations							
Number of Properties			10	12	14	14	16
<i>Revenue Growth through Property Growth ONLY</i>							

² Please note that this calculation only shows for the growth based on number of (new) properties. No channel growth included.

Revenues per Channel

Internet Booking Engine	ALOS	ADR	2017	2018	Year 1: 2019	Year 2: 2020	Year 3: 2021
Revenue	1,6	115,0					
Room Nights							
Reservations							
<i>Channel Revenue Growth Projections</i>							

Mobile Booking Engine	ALOS	ADR	2017	2018	Year 1: 2019	Year 2: 2020	Year 3: 2021
Revenue	1,2	100,1					
Room Nights							
Reservations							
<i>Channel Revenue Growth Projections</i>							

Kostenblatt

CRS Cost	IFC Cost	IBE Cost	OTA/ Metasearch Cost	CRO Cost
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CRS RFP - Cost Proposal Overview for a 3 year contract

All Figures in EUR (unless stated otherwise)

Number of Hotels

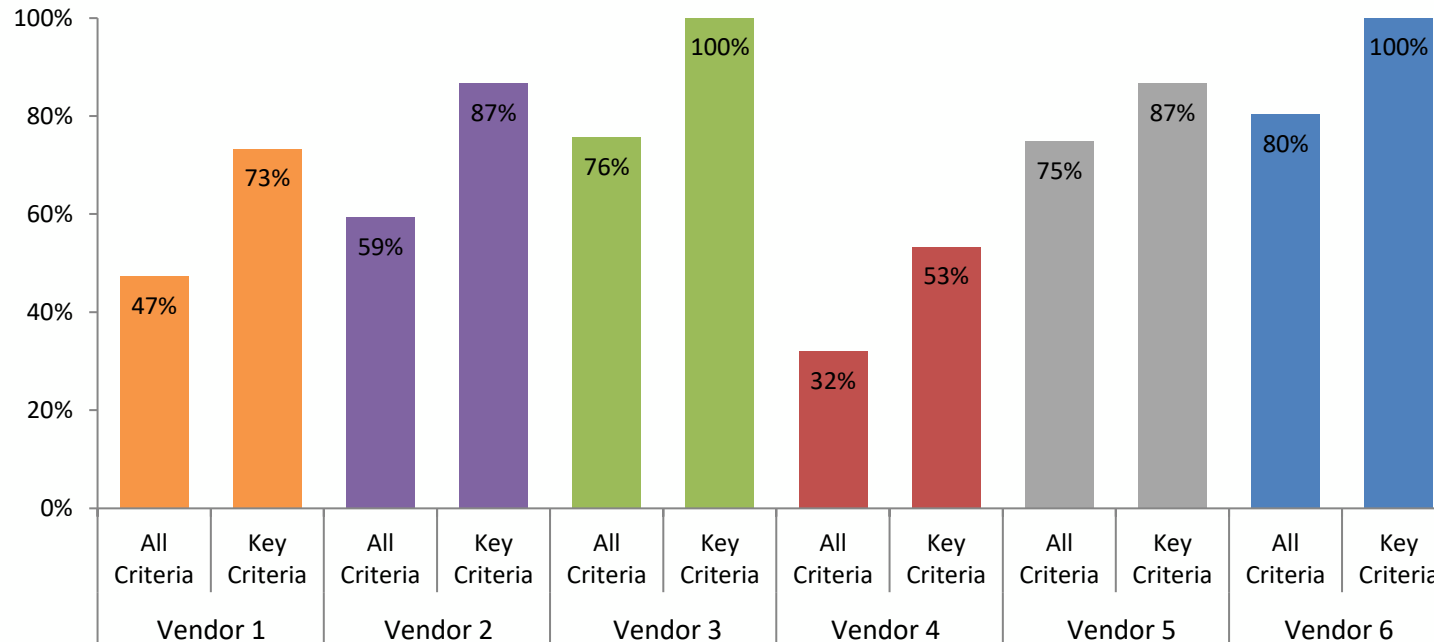
	Pos	Criteria (if applicable)	Unit (please change if needed)	Provider Fees			Additional Remarks
				Year 1: 2022	Year 2: 2023	Year 3: 2024	
One Time Fees	1	CRS implementation hotel chain	per chain				
	2	New member hotel CRS implementation	per property				
	3	Standard Reporting module setup (hotel)	per property				
	4	Professional Reporting module setup (head office)	per license/ user				
	5	GDS & DHISCO switch fees					
	6	Commission Processing Tool interface implementation fee					
	7	Initial Head Office Training incl. approx. travel expenses					
	8	Implementation support / project management	per day				
	9	2-way PMS-CRS interface > CRS provider fees	per property				
	10	RMS Interface implementation fee	per property				
	12	CRM Interface implementation fee	per property				
	13	Standard IBE implementation (incl. Mobile)					
	14	Triptease or similar tool (pls. specify) integration					
	15	Payment gateway interface implementation fee					

Zum Vergleich in der Kostenauswertung, sollten auch die jetzigen Kosten gegenübergestellt werden.

- Kosten & Performance Auswertung separat
- Hauptkriterien und Teilbereiche aus dem Spezifikationsdokument separat auswerten
- Bewertung der Anbieterantworten nach Punktesystem, z.B.
 - 3 = Erfüllt alle Anforderungen
 - 2 = Erfüllt die Mindestanforderungen
 - 1 = Erfüllt die Anforderungen teilweise
 - 0 = Erfüllt die Anforderungen nicht/keine Informationen vorhanden
- ...

Welche Tipps haben Sie?

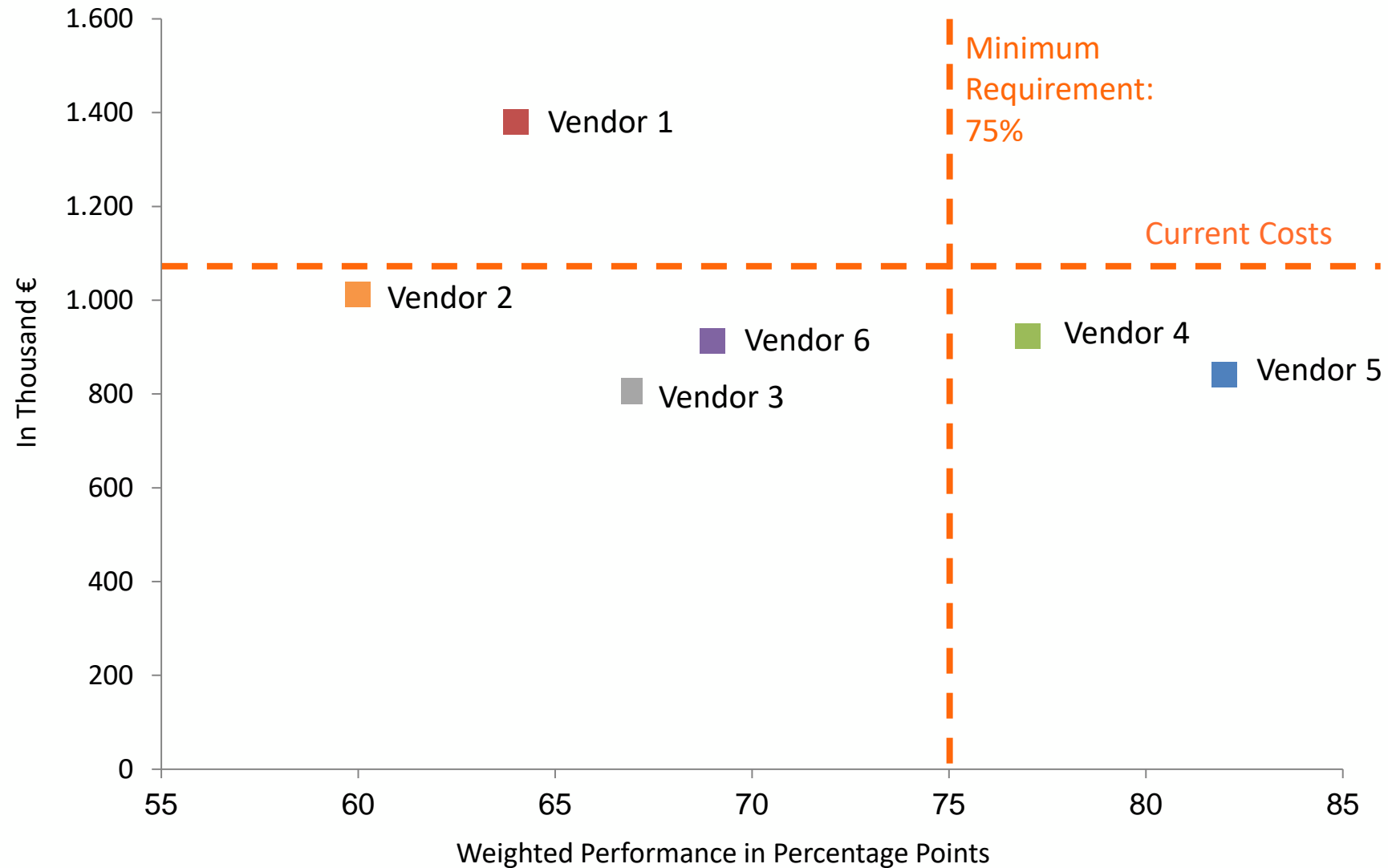
Performance Auswertung Beispiel



Alle Kriterien: 44
Hauptkriterien: 5

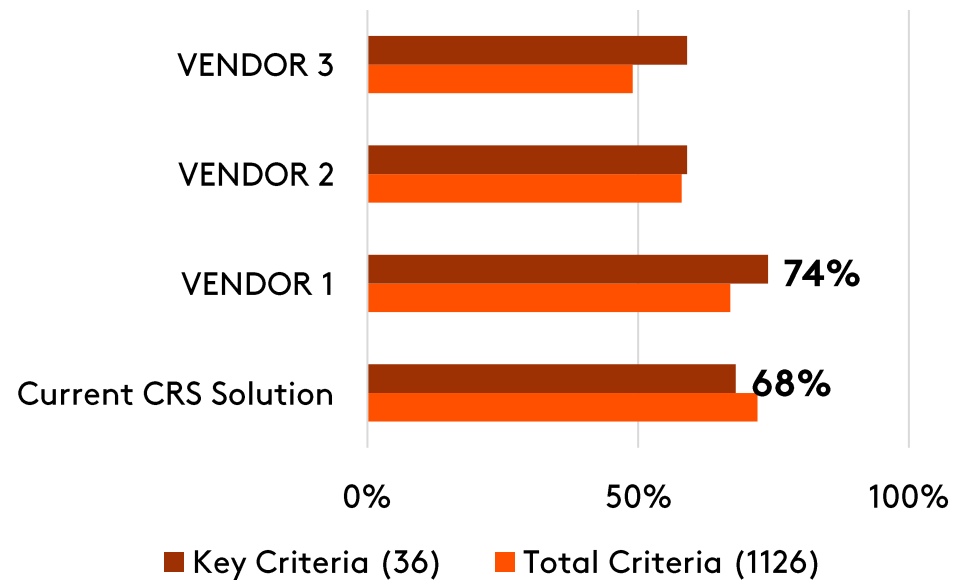
Hauptkriterien		Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5	Vendor 6
1	Hotels must not manage rates in CM tool	12	12	12	12	12	12
2	OTA channels can be opened/closed from CRS	12	4	12	0	12	12
3	Expedia	8	12	12	12	8	12
	...	8	12	12	8	8	12
	...	4	12	12	0	12	12
TOTAL		44	52	60	32	52	60
Total in %		73%	87%	100%	53%	87%	100%

Gegenüberstellung Kosten vs. Performance

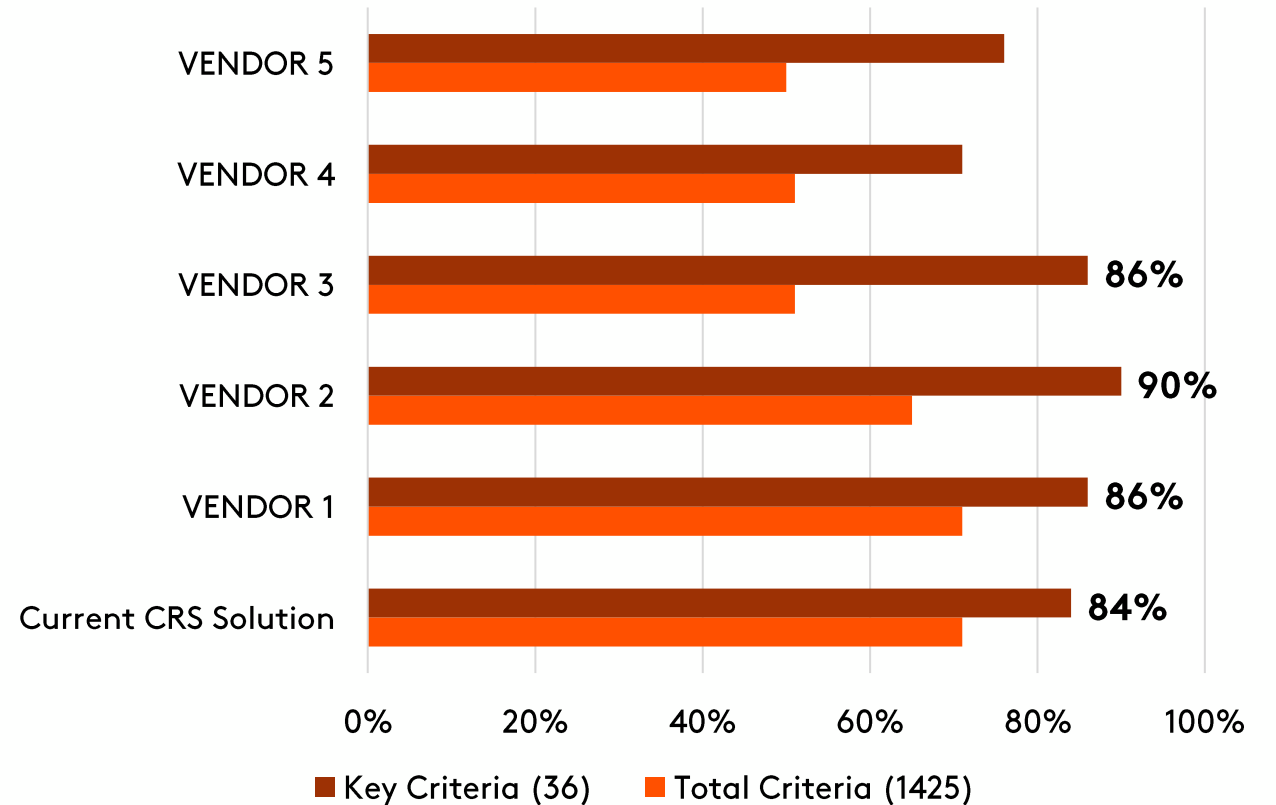


h2c Erfahrung: Mögliche Performance Verbesserung

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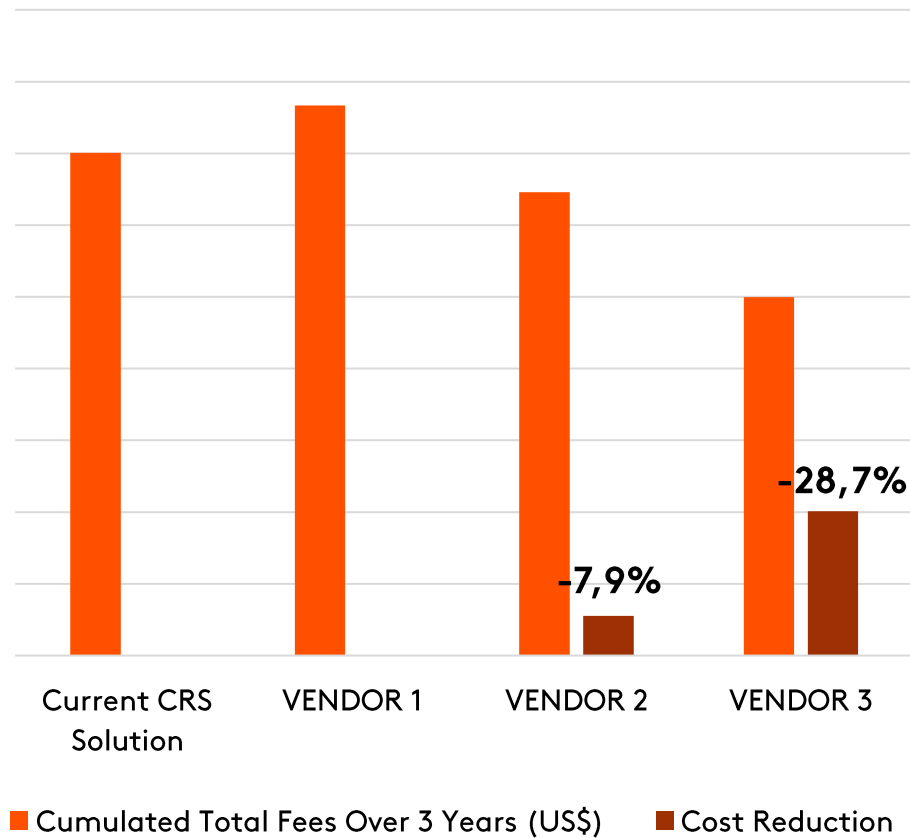


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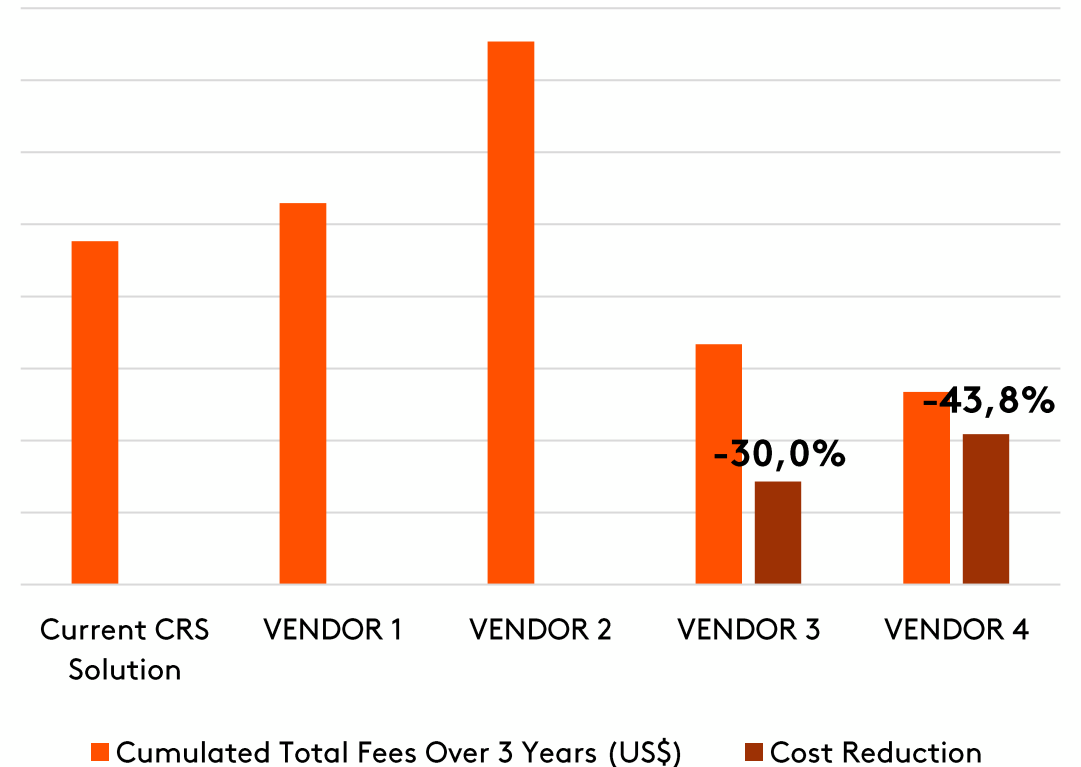


h2c Erfahrung: Mögliche Kosten Verbesserung

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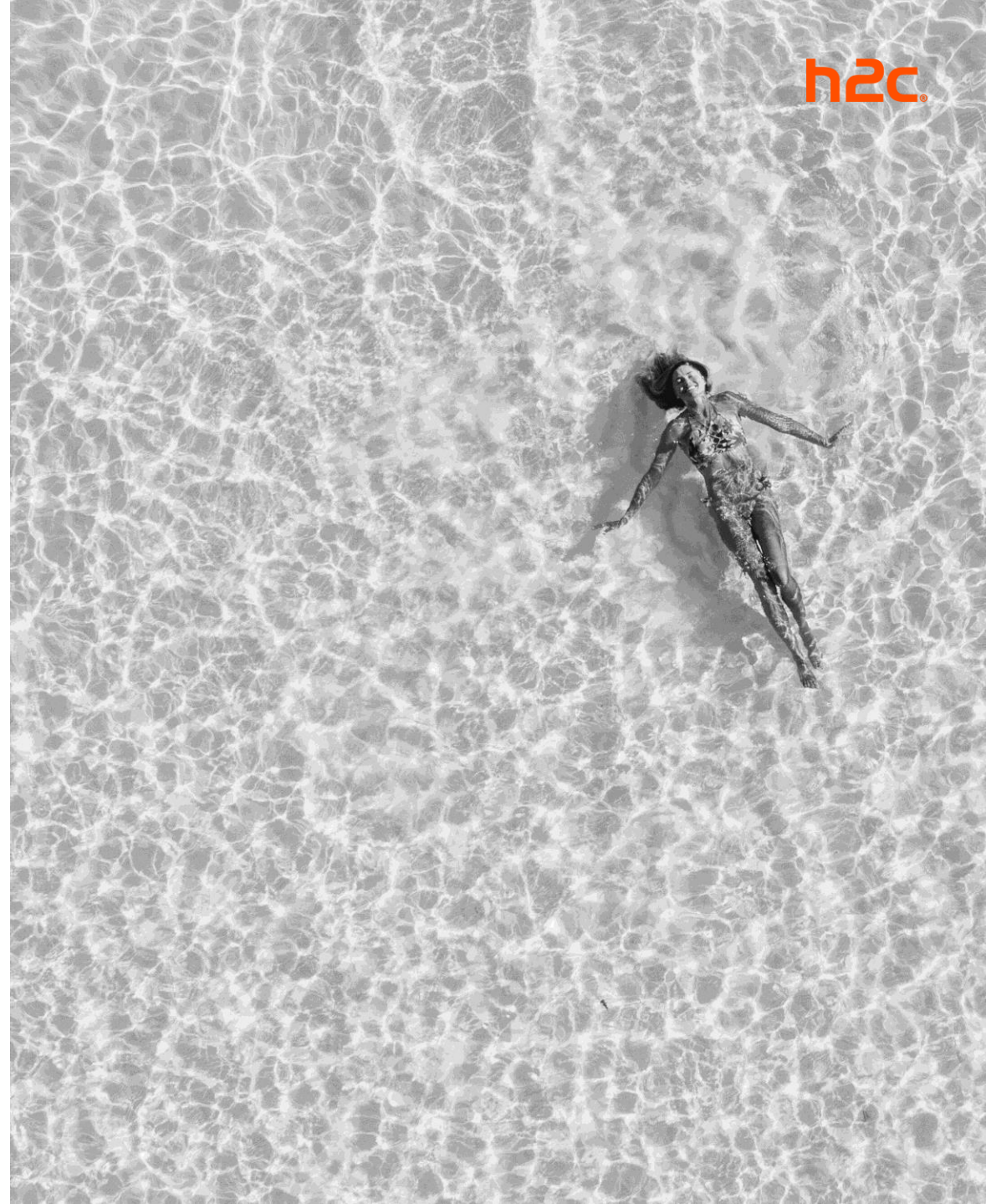


CLIENT B



Q&A

h2c.



Danke!

Kontakt

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