



The Valley Hotel

February 2008

Programme Details

The ICT Advisory Service provides businesses with free, practical and impartial advice on all aspects of information and communication technology (ICT). ICT Advisors are available to meet with client companies to discuss the use of ICT within their business and identify potential improvements.

The Company

The Valley Hotel in Fivemiletown, County Tyrone has been in the Williamson family for approximately 40 years and has recently undergone significant upgrading to both the rooms and the public areas of the premises. The hotel has 22 newly refurbished bedrooms and the functions rooms, bar and restaurant have been renovated recently.

The Challenge

The hotel had no computerised systems for financial management or property management. All bookings and billing of guests' activities was being completed manually resulting in problems throughout the business. There was no facility to easily capture details of guest activity for reporting and marketing purposes and this was regarded as a major inhibitor to growing the business.

The Solution

Greg Williamson of the Valley Hotel approached the e-Business team for advice on implementing a computerised property management solution and a subsequent visit was arranged with the local Invest NI ICT Advisor.

The ICT visit consisted of an audit of present ICT usage and a discussion around the potential

benefits of introducing a computerised property management system and a suitable accounts management system. The benefits discussed included improved day to day management of the hotel, improved financial management and access to valuable marketing information.

As a result of the ICT visit Greg was able to assess the marketplace for an appropriate Property Management solution and a complimentary financial management solution from a more informed position.

A decision was taken to purchase Hotsoft Property Management Software and Sage Line 50 as a financial management tool. The Hotsoft system handles all room bookings and links to point of sales systems throughout the hotel. The hotel is now in the process of integrating the booking system with the hotel web site.

Greg Williamson of the Valley Hotel said, "Invest NI's e-Business team provided expert advice and guidance and helped us to ensure that we selected systems that were appropriate to our needs. We now have much greater control over our booking process and our tracking of guests' activities and spend are much improved."



ICT ADVISORS

ICT Advisors are technical specialists with expertise in all areas of ICT. They are available to provide advice on:

- purchasing and implementation of computer systems or software
- project management of systems implementation
- internet, e-mail, website design and search engine marketing
- e-commerce, financial systems and customer relationship management
- networking infrastructure

Recommendations on way forward

On referral from your Client Executive an ICT Advisor will help you assess the current ICT position of your business, discuss requirements and compile a report on capability with recommendations on the way forward.

ICT Advisors offer a tailored approach to a business issue. Invest NI clients have made significant savings in terms of human and financial resources as a result of efficiencies from ICT improvements.

Who is eligible?

ICT Advisors are available to all Invest NI clients.

To qualify as an Invest NI client company a business must meet certain criteria.

In addition to showing willingness to work with Invest NI, you should be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year
- sales outside Northern Ireland greater than 25 per cent of turnover or greater than £250,000 a year.

If you can satisfy the criteria and would like to become an Invest NI client, contact your nearest Invest NI office or telephone 028 9023 9090.

Contact

Please contact your Client Executive if you feel your business will benefit from this service. Alternatively you can also contact:

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