CIO 20 MOST PROMISING TRAVEL & HOSPITALITY SOLUTION PROVIDERS 2015

20 Most Promising Travel & Hospitality Solution Providers

The travel and hospitality industry is embracing advanced technologies to wow the guests and enhance the loyalty factor while the well-travelled are using it to augment their travel experience. To remain competitive, this people-centric industry is ushering in initiatives and utilizing big data and analytics to extract relevant insights pertaining to customer preferences. Right from the phase of planning the travel to the arrival of guests and catering to their personal needs and showcasing the property, hoteliers are now powered to entice the prospects. To cope with a traveler's schedule, speed and personalized service are today's requirements in the travel and leisure industry—where faster booking, check-in, Wi-Fi, and immediate response to the customer dominate.

To earn a seat at the table, enterprises have to empower themselves with the technological knowledge that bring in ease of operations through the implementation of Customer Relationship Management, Property Management System, cloud, mobile, or Global Distribution System. With the advent of social media, hotels and travel agencies are in pursuit of customer data to glean more insights and target customized communication as part of their marketing strategies.

For the CIOs and IT decision makers, the key lies in implementing technology solutions that provide seamless communication and a 360 degree centralized view of the guest. There are a host of IT solution providers who bring in integrated solutions towards winning the travelers. In the last few months, our decision panel evaluated the capabilities of scores of technology vendors in the travel and hospitality arena, and shortlisted the ones that are at the forefront of optimally tackling the real explosion in travel technologies' volume, variety, and complexity.

We present you CIO Review's 20 Most Promising Travel and Hospitality Solution Providers 2015.

SkyTouch Technology

recognized by CIOReview magazine as

CIO 20 MOST PROMISING TRAVEL & HOSPITALITY SOLUTION PROVIDERS 2015

An annual listing of 20 companies that are in the forefront of tackling Travel & Hospitality Technology challenges and impacting the marketplace

Pradeep Shankar
Editor-in-Chief
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Company:
SkyTouch Technology

Key Person:
Michael Fameli
VP Product
Services & Delivery

Website:
skytouchtechnology.com

Description:
Provides a cloud-based hotel operating system that allows hotel companies to help meet their most important strategic objectives

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SkyTouch Technology
Growth without Limits: SkyTouch Technology Fuels Hotel Companies' Strategic Objectives

The hospitality industry is booming. Demand is outpacing supply, revenue per available room (RevPAR) is at its highest since 2005 and international travel has reached record levels. The competition is fierce and the guests are discriminating. Meanwhile, the technology landscape is rapidly changing, and the solutions a hotel implements can make the difference between a successful operation that delivers memorable guest experiences, and one that struggles to keep up with the competition. It is critical that hotel companies turn to powerful technology solutions that can improve their existing operations and adapt to their evolving needs.

SkyTouch Technology, a hospitality solutions provider, is committed to helping its customers excel in today's highly competitive market. Its mission-critical SaaS product, the SkyTouch Hotel OS® platform, is the most widely-used cloud-based hotel management software in the industry. SkyTouch provides significant advantages that help hotel companies achieve growth, elevate their operational performance, and improve the guest experience.

SkyTouch Senior Director of Enterprise Architecture and Research Larry Gorman affirms that hotels are under constant pressure to meet their strategic objectives. "Hotel companies, operators, and managers, must have accurate and timely information to help make the best decisions for their hotels, and their staff needs the right tools to perform their jobs in the most efficient manner."

The SkyTouch Hotel OS solution was architected as a flexible, modern and intuitive platform capable of evolving with the needs of a variety of hotels on a large scale. It's 100 percent cloud-based, accessible from virtually any device with an internet connection. Hotels without mobile capability are at a disadvantage. While other providers are starting to offer cloud-based alternatives to their traditional on-premise systems, SkyTouch has a proven record of high performance and resilience in the cloud.

"Our platform is currently serving over 9 million page views daily, with response times that average less than half a second. In 2014, we had a 99.94 percent uptime," Gorman explains.

> **Our 10+ year history of performance and scalability shows we have a mature platform that high-growth customers can rely on**

"Our 10+ year history of performance and scalability shows we have a mature platform that high-growth customers can rely on to support their expanding needs—no matter how many hotels or how fast the desired growth."

Many hotel companies have systems in place that are complicated to use and create a significant impediment to success. The SkyTouch Hotel OS solution boasts an intuitive design, allowing hotels to quickly train their staff in just days, rather than weeks or months. "We know that training costs are a big concern, so we put forth a lot of effort to build advanced capability while making it easy to use," says Gorman. The ease-of-use also promotes a better guest experience, allowing staff to focus more on the guest and less on the technology.

Large chains and independent hotels alike trust the SkyTouch Hotel OS to help improve hotel operations. Cobblestone Hotels, a leading franchise company for growth within the upper mid-scale segment, recently turned to SkyTouch to help manage their hotels better and smarter and to grow with their evolving needs.

SkyTouch Technology is a long-term strategic partner that listens and responds to customer needs. The company deployed 50 new features in 2014, and is on track to exceed that number this year. They will roll out new capability to support EMV requirements for credit card processing in advance of an October 2015 industry-driven deadline, and continue to focus on guest experience, analytics, and mobility. As the industry continues its momentum and competition stiffens, SkyTouch customers are equipped to emerge as the market leaders that are set for growth without limits. **CR**

Larry Gorman