



TATA CONSULTANCY SERVICES

Experience certainty. IT Services
Business Solutions
Outsourcing

Leveraging Technology to Address Key Challenges Facing the Hospitality Industry

In the midst of a true global evolution, hotel companies are striving to deliver their brand promise consistently throughout the value chain and across all stakeholder groups.

Tata Consultancy Services provides a wide range of IT, Infrastructure and BPO services to help hospitality industry clients build the capabilities required to address some of the key business challenges facing them.

Industry Trends

- Decreased consumer and business spending on travel in a tough economy directly impacts RevPAR and puts pressure on top line growth
- Globalization as a growth strategy is more real today than ever before
- Hospitality companies are challenged with providing customers a unified, branded experience throughout their increasingly complex interaction lifecycles
- Hospitality companies are moving away from Distributed Properties Operations & Management to Centralized & Strategic Management

Key Business Challenges

- To combat top line pressures, hospitality companies need to focus on being cost-effective or 'doing more with less'
- To implement their strategies effectively and provide a consistent brand experience to customers, hospitality companies require scalable infrastructure, repeatable processes and integrated systems
- To be able to deliver a truly differentiated customer experience, hospitality companies must create enterprise frameworks and make use of smart technology to provide a seamless view of the customer across the value chain and at service-delivery touch points, including those managed by channel partners
- To simplify the management and operations of the infrastructure, hospitality companies must best use virtual environment that allow properties to greatly reduce physical hardware assets on-site

Key Technology Trends

Top technology trends that can help Hospitality companies increase competitiveness and positively impact brand loyalty.

- Adopt Green/Sustainable IT initiatives including server consolidation (Virtualization)
- Integrate social media and online communities into overall marketing strategy
- Tap potential of mobile devices to impact brand perception and loyalty; personalize guest experience and cross sell/up-sell services
- Analyze (Business Insight / Analytics) customer data to create personalized offerings
- Make use of Interactive Digital Signage for up-sell opportunities
- Adopt key less check-in and smart room technologies for enhanced guest experience

Strategic IT Objectives

TCS is uniquely positioned and is committed to help achieve customer's strategic IT objective.

- **Evolve IT from 'Running the Business' to 'Changing the Business'** – Leveraging best-in-class service delivery processes and integrated IT, BPO & Infrastructure Service offerings, TCS helps clients re-balance their IT budgets resulting through reduced operating expenses.
- **Innovate New Business Solutions:** Next Generation Solutions across Customer Experience Management (Desktop and IBE), Multi-channel Content Delivery System, Integrated Real-time Loyalty Platform and Enterprise Analytics in Forecasting Business Performance solutions that focus on Customer Satisfaction has become success key in industry. TCS' Innovation Lab creates Next Gen solutions helping clients create brand loyalty.
- **Ensure and Accelerate Success of IT integration Initiatives:** TCS' Solution Accelerators include Hospitality Industry specific tools, Frameworks, Agile Methodologies and Best Practices that significantly reduce implementation time and mitigate risks.



What TCS Provides

With its integrated suite of IT, Infrastructure and Business Process outsourcing services, TCS can help hospitality companies lower their TCO of IT and Infrastructure by up to 35%, improve process efficiencies and service levels by up to 25%, and provide IT delivery quality improvements up to 30%.

IT Services: TCS' range of IT services including Application Development and Maintenance, Testing Services and Legacy Migration Services, allow CIOs to leverage the deepest and broadest set of technology capabilities.

TCS leveraged its [Global Network Delivery Model™](#) and tools based deployment to enable the [Avis Budget Group's](#) expansion in new markets and distribution channel. The business initiative alleviated legacy restraints such as [location expansion and fleet expansion](#).

Infrastructure Outsourcing: Focused on improving availability and performance, TCS Infrastructure Outsourcing offerings include Desktop Services, Remote Management and Data Center Management.

By entrusting the management of its IT infrastructure and applications management to TCS, [Virgin Atlantic](#) is in a position to focus on core business activities and flex with the future challenges of the international airline industry.

Business Process Outsourcing: TCS' Business Process Outsourcing solution will help companies focus on their core business, increase flexibility, reduce barriers to change, and innovate, improve and transform processes. Offerings include

- Customer Interaction Management
- Loyalty Bonus Program Administration
- Hotel Database Maintenance
- Fraud Detection
- Fare Filling and Distribution
- Finance & Accounting Outsourcing
- Human Resources Outsourcing
- Knowledge Process Outsourcing
- Quality Assurance Outsourcing

In the first year of its engagement with a large home improvement retailer, TCS recovered \$340 Million in duplicate or erroneous payments to vendors by managing the audit & reconciliation process for the retailer as part of TCS' Finance & Accounting BPO service.

TCS' Hospitality Practice

TCS' Hospitality practice builds and delivers solutions for TCS' clients in Hotels, Resorts, Casino, Restaurants and Cruise line industries. We work with leaders in the industry across the globe, providing integrated IT, BPO and infrastructure services to enable flexible business model options for our clients. As active members of Hospitality Industry Forums such as HTNG, we are committed to leveraging technology to solve the industry's most pressing business challenges. We partner with clients on key business transformation initiatives, including RFID Guest Recognition, Personalized Touch-points and Contact-less Check-In.

Contact us

We would welcome the opportunity to learn about your specific challenges and talk to you about how we can help. For more information, contact:

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About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique [Global Network Delivery Model™](#), recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 143,000 of the world's best trained IT consultants and engineers in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.