

Empowering a Vision of Service

Bewleys Hotels have long been synonymous with quality, value and service. Their recent installation of the powerful Sage 200 accounting and management solution has reinforced these commitments. Here, we see how.

About the Company

The Bewleys Hotels division of the Moran Group is one of the most successful hotel chains in the country. Situated in six prime locations in both Dublin and England (Ballsbridge, Leopardstown, Newlands Cross, Dublin Airport, Manchester Airport, and Leeds City Centre), Bewleys Hotels' success is in part due to the result of a quality product, a unique pricing strategy that underscores an inherent value proposition, and a commitment to technology. All of these values work hard to put their customers first.

"Bewleys Hotels has worked hard to actively engage with its customers", Bewleys Hotels Financial Controller (Dublin) David Sheehan states. "Our "every room, every night" strategy guarantees a pricing structure that is unusual within an industry that is often driven by tradition. Our customers know that when they visit any Bewleys Hotel, they can expect a comfortable room, good dining, appropriate amenities, and personal service, and also a pricing commitment that demonstrates exceptional value.

"Additionally, the Hotels' decision to embrace Internet technology has also proven of benefit to our customers. We like to believe that our website (www.bewleyshotels.com) has been designed to facilitate our customers' requirements. Taken together, these commitments have helped us to establish exceptional loyalty among the customers that we serve. In turn, that loyalty helps us to maintain strong occupancy rates and high levels of repeat business.'

The Challenge: Quality Management Information

Since its foundation, Bewleys Hotels has been an early adopter of exceptional front-end technology to help drive its commitment to customers, as David explains. "Check in, payment facilities, and other systems that worked with our customers were always state-of-the-art," David states. "However, these systems interfaced with an older DOS-based back office accounting solution that has been with the Hotel since its inception.

"While that DOS system could interface with the front office technologies, and though it could generate basic financial and accounting data, that older system was not particularly sophisticated. For instance, it did not have an ability to collate data into appropriate management reports. Also, because the solution was not networked, the financials for each Hotel were produced independently. Not only was it necessary for Bewleys Hotels

financial staff to visit each Hotel to gather data, but that data also had to be manually collated in order to produce integrated management reports and financials.

“We knew that we required a new backend accounting and management solution, but we also knew that any new solution would have to integrate with our existing front-end systems. Unfortunately, such an integrated platform wasn’t available until recently”.

The Solution: Sage 200

In 2005, Bewleys Hotels management made a concerted effort to find an appropriate replacement to the older backend solution. “We contacted a wide range of accounting software providers in order to determine if they might also provide the integration that we required,” David explains. “We rejected all of them. But we were fortunate in that we also contacted PIMS, an authorised Sage Business Partner.”

Waterford-based PIMS Business Systems Ltd had long been a supplier to Bewleys Hotels. Fortuitously, they had also embarked on a development plan that turned out to meet the exact requirements of the Hotel. “PIMS had been knocking on our door for a number of years, knowing that we would eventually replace our old back office system”, David says. “What interested us was the fact that the company had extensive knowledge of the hotel and catering industry. But what was the real clincher was the fact that they had developed an integration solution that would facilitate our decision to replace the old DOS system.

“PIMS recommended Sage 200. They also promised to integrate the solution with our existing front-end technologies, as well as provide customisation, installation and training requirements. We were impressed with PIMS, and decided to run with them”.

Sage 200 is the powerful accounting and management software solution designed for growing mid-sized and larger businesses. Built on robust SQL database technologies, Sage 200 automates many accounting and management reporting functions. Its exceptional functionality incorporates all that you’d expect from Sage including debtors, creditors, nominals, stock modules, electronic payment facilities, VAT, ROS compatibility, bank ledgers, sales and purchase orders, complete histories, and much more. Its flexible management reporting capability, together with a powerful and flexible multi-company/multi-user facility, provide managers with critical operating data within moments.

“We installed the new Sage solution in March 2007,” David explains. “Working closely with PIMS, we decided to use our Newlands Cross Hotel as a pilot for the entire solution. Having completed that installation, and satisfied that it was delivering as expected, we then rolled out Sage across the rest of our hotels. In fact, the pilot activity provided by PIMS was so efficient and effective that we were able to bring the balance of the installation process ahead of schedule. Now, we have a complete, fully integrated solution. Operating on a VPN, and with a dedicated server, over twenty of our staff use

the new Sage solution on a daily basis. Critically, they have complete access to the Sage 200 online, which enables them to work on a 24/7 basis”.

The Benefits

The Sage solution now provides a wide range of outstanding benefits that helps Bewleys Hotels to reinforce its ongoing commitment to customers, as well as suppliers. “We are increasing our productivity and efficiency by using a wide range of Sage 200 functionality,” David explains. “For instance, we are reducing our reliance on paper-based materials by emailing invoices, purchase orders, and similar directly to suppliers and customers. Automated payment functionality helps us to increase payment accuracy, while minimising effort.

“One of the biggest advantages is the fact that we are now able to quickly consolidate data and performance across our hotels. Individual, specific, financial information is available for each hotel at a moment’s notice, and can be consolidated and analysed quickly. This not only helps us to provide accurate management reports, but also allows us to plan ahead.

“Sage 200 is also helping us to understand our business better by helping to analyse Key Performance Indicators. Maximising our KPI’s helps us to deliver value to our customers. By monitoring and continually analysing those KPI’s, we are in a better position to maintain not only our value proposition, but also our commitment to quality and service. Sage 200 helps us to do that”.

The PIMS Commitment

If David is enthusiastic about Sage 200, he is just as pleased with the performance and commitment provided by PIMS. “PIMS has proven that they are truly committed to us as long-termed partners,” David states. “They had the foresight to gain an understanding of the hotel trade, and to develop integration solutions that subsequently proved valuable to us.

“Furthermore, they demonstrated their commitment to us throughout the Sage 200 installation process. Now, if we have a problem, we pick up the phone. We know that we will be talking to individuals who understand our needs as well as our business and the customers that we serve.

“That commitment and loyalty is appreciated by us. We know that they are always there if we need them”.

Would Recommend

David has no hesitation in recommending Sage 200 and PIMS to other customers. “We are very pleased with the Sage solution, as well as the process and services provided to us by PIMS. Sage 200 has helped us to increase our productivity and efficiency. It has proven reliable. It is easy to use, and does what we were told it would do.

“We are already planning to use additional functionality and integration capabilities,” he explains. “For instance, we will soon integrate Sage Micropay for payroll into Sage 200 solution, thereby yielding even more efficiencies.

“Sage and PIMS have demonstrated their commitment to us, just as we demonstrate our commitment to our customers. In today’s world, that is not only unique, it is refreshing”.

For more Information

For more information on Bewleys Hotels and to experience their daily commitment to quality, value, and service, contact them: www.bewleyshotels.com.

For more information on PIMS Business Systems Ltd and the company’s commitment to their many customers, contact them. Tel: 051 395900 Email: sales@pims.ie Web: www.pims.ie.



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