

# Xn Systems offers cost effective solutions to hotel chains

FHRAI Magazine speaks to Sanjay Verma, Country Manager, India, Xn Systems Ltd., about their operations in India.

## What is the current operational profile of Xn Hotel Systems in India?

Xn Hotel Systems is a UK headquartered company with operations in the US, Australia, APAC and the Indo-China region. The Indian operations are based out of Delhi supporting pan-India customer locations and the company is mulling over opening offices in the West and South India.

Our first group deal was with Lemon Tree Hotels who were at that point evaluating their PMS strategies and they chose Protel Multi-property Edition as a right fit to their requirements. Currently, it offers remote, on-site and a 24X7 support for its customers. The product is so strong and well proven globally that it requires minimal support. The strength of any company lies in a strong and stable product rather the number of staff it employs and our products do not require too many support staff on either side. Protel is a globally proven product running at more than 6000 plus locations in 60 countries and it adapts to 16 different languages.

## When did you foray into the Indian market and how has the growth been since then?

We began operations in mid-2008 and now Protel has adapted to the requirements of the Indian market. During the initial stages we focused on our first customer but subsequently kept adding properties pan-India. With 13 properties on a centralised model for Lemon Tree and 3 properties of Red Fox hotels we have proven tremendous cost savings for our customer. With a strong foundation of a stable PMS they are able to focus on expansion and other core areas of operations.

Protel was installed during the Commonwealth games at their alternate games village for delegates and it successfully won the global tender process for the flagship hotels of Ashoka, Janpath and Samrat.

In South India, we have implemented our solutions at the Raintree Hotel which runs 2 five star ecotel properties in Chennai owned by the Ceebros group.

In the Western Region we have signed with the Cirtus group of hotels and have installed our solutions at their Kerala and Goa properties. Citrus has 5 major running properties and it plans to add 2000 additional rooms.

Our in-principle and initial acceptance by the first Moevenpick Hotels property in India will see our solutions getting installed at their upcoming property in Bangalore.

## How many hotels have adopted Xn systems in India in 2010 and what is growth projection for 2011?

As mentioned above, 5 major chains in India have already adopted Xn provided solutions and we are in talks with major prominent hotel chains that are keen to adopt our solutions that work to their advantage.

## How cost effective is your system for hotels and how does it help in streamlining their operations?

As a central property management system, Protel MPE can transform even a global hotel chain into a single unit. All connected hotels access the same guest information from a central database. Data and functions are available in real time at every property. And you can reap the enormous benefits of having clean data stocks and lean business processes.

The Protel Multi Property Edition offers reservation, marketing and reporting in one package so you can monitor and control all your activities, revenues and reports across your entire organization.

We have proven cost effective solutions for chain-hotels that are looking at centralised operations. Nationally clustered hotel groups in various countries like Australia, United Kingdom, Germany, Austria, Greece, Norway, and France are increasingly adopting strategies of PMS/CRS application centralisation. Project success stories in these regions have given credence to the idea that hotel groups (i.e. multiple sites,) in particular, can consider moving away from site-installed PMS/CRS applications, towards a new array of core enterprise-class applications. Managing multiple sites from one central location by experts is proving to be advantageous to the chain operators and it powers them to see the enterprise wise performance on real time basis from head office locations.

Lemon Tree is probably one of the first hotel chains in India to have adopted centralisation to keep the costs low. They upgraded from individual systems to a centralised system which not only keeps their capex and opex lower but also provides them with better control over all properties centrally. Centralised solutions have helped them to effectively use and implement their centralised call-centre



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operations, cross-property reservations, loyalty program, rate strategies, and centralised reports. With centralised controls at the head-office level the reaction time to change their strategy across all hotels pan-India or for a specific property would be almost instant with the help of central controls.

**There are other companies which offer services similar to you. How do you view the competition and what is your strategy to stay ahead in the market?**

We compete with some of the best known PMS and hotel IT companies globally, however our products and services make us stand apart from the competition. Our strongest product is the Protel Multi-property Edition that is best suitable for hotel chains in India. We focus on customers as our partners and help them grow their business. Understanding the customers need is very critical in today's time; we focus on their needs and suggest to them the best available solutions.

In India, we feel there is a huge gap as this market has been dominated by a few select global players that restrict the choice of selection for hotel chains; on the other hand there are local players that cater to a specific segment which is governed by price rather than features. This is the reason why we are in talks with a majority of the recognised chains operating in the hospitality domain as they are keen on our product offering.

We are a long term player in this market and we intend to grow steadily keeping customer satisfaction on a high; where they are powered with a global product.

**How are you planning to promote your products in India and what investment have you earmarked for promotion in India?**

Xn has a strong portfolio of products to offer to its customers i.e. Property Management System Protel PMS / Protel Single Property edition for a single property, Protel Multi Property Edition – for chain hotels and Protel Smart for small hotels. Xn Global RES seamlessly Integrates reservations with connectivity to all 4 Major Global Distribution Systems (GDS), via the Pegasus distribution switch, connectivity options to selected Internet Distribution System (IDS) channels, and a fully customisable, private label Web Booking System (WBS). Distribution and management of all connected electronic channels may be managed from within one portal console.

In our experience we have seen our customers buy one module from us and they are so impressed with our products and services that they end up buying 2 or 3 additional products. A number of clients begin with one product and seeing how easy it is to use, keep adding modules – that in fact is one of our greatest marketing USP's.

We regularly take part in all major technology related trade shows and we have been fortunate enough to get several word of mouth referrals. As with good PR, it is an important tool that explains the advantages of our product.

**You are present in India with four products. Do you have plans to introduce more products this year?**

We do not add products to our kitty very frequently and only offer proven products to our customers. The existing products are both strong and essential and they form the foundation for a strong IT platform for any hotel. Our products interface well with other standard systems that a customer may require. Hence it gives them the freedom of choice and they are not forced to buy all our solutions.

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## Mother's Day Special

Underdoggs Sports Bar and Grill makes it special for moms on Mother's Day. To celebrate the occasion, there will be 'no charge' for moms on Mother's Day! So you can treat your mother to her hearts content and Underdoggs will take care of "her" bill. Further, you can go back in time and play all the board games you played while you were growing up. What's more, Underdoggs will be giving you a special goody bag to take home.

Date: Sunday, May 8, 2011

Time: 11am-1am. Venue: Ambience Mall, Vasant Kunj, New Delhi

For reservations contact: 9818700006/ 011-40870531/ 011-40870701

