



Website Design & Development Hilton International

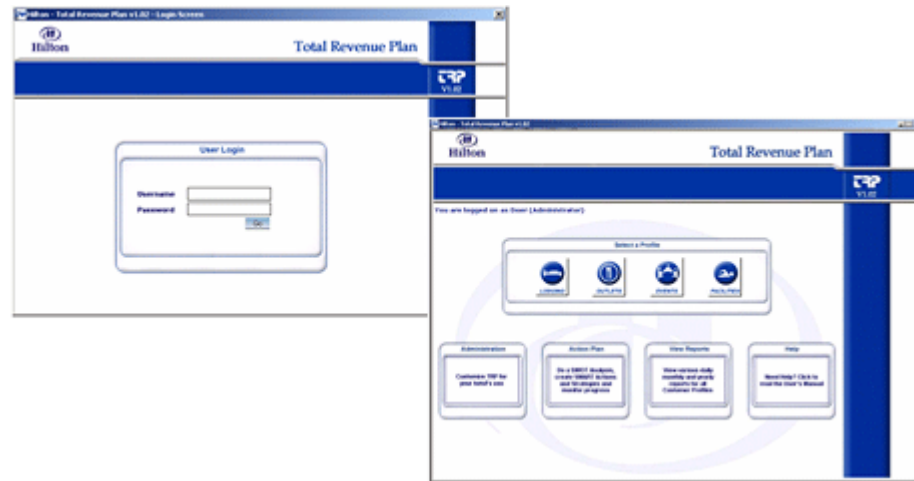


eDynamic successfully completes Website Design & Development for Hilton International.

International:

eDynamic's Total Revenue Planning tool implemented in Hilton Hotels helped them streamline budgeting, pricing and forecasting critical data.

This TRP (Total Revenue Planning) System for Hilton International offers a state of the art tool that helps revenue managers understand their markets better, react pro-actively to changes and forecast better. It helps them analyze historical data and forecast future behavior- an invaluable input while planning marketing campaigns, pricing strategies and schedule changes.



Business Challenge:

Hilton's properties had been using different tools for Revenue Planning and Management, across the globe, making it very difficult for the corporate offices to collate and analyze information in different formats & currencies. Hilton wanted eDynamic to devise a solution that would:

- Introduce a common platform that would streamline and standardize Revenue Management systems across all the properties worldwide.
- Help maximize revenues and profits by demand forecasting and optimization of pricing and inventory.
- Help determine the most effective way to price and allocate inventory.
- Serve as a decision-support resource for marketing and operational functions.



eDynamic Solution:

eDynamic conceptualized, designed and implemented a customized Total Revenue Planning System for Hilton. Here is a brief description of the solution:

Key functionalities:

- Allows the managers to input figures for all the revenue generating profiles -Lodging, Outlets, Events and Facilities. It further generates comprehensive MIS reports that help assess revenue generation capabilities and budgeting requirements of the hotel.
- Enables the revenue managers of each hotel to forecast, budget, and compare variances for various Key Performance Indicators (KPI's) like revenue and volume.

Implementation:

- During the first phase of implementation, the tool included data entry screens for the various profiles and basic level reporting based on the data entered.
- The second phase includes advanced reporting (variances, forecasting accuracy), data migration interface with Fidelio. It also includes a SMART Action Plan module which allows the Hotels to conduct individual property level SWOT analysis, build strategies and action plans to implement the results of the tool. (Fidelio is the Property management System used by Hilton that integrates with a proprietary Sun Accounting System)

Technical Specs: The application has been developed in MS Visual Basic .Net with MS SQL Server 2000 as the backend.