

# Sterling Commerce makes purchasing and distribution more cost-effective



#### Location

United Kingdom

#### Industry

Services

#### Business challenge

Implement an e-procurement solution

#### Solution

Sterling Multi-Channel Selling™

#### Benefits

- Efficiently and cost-effectively manage the purchasing and distribution of all food, beverages, furnishings, hotel, and office supplies
- Provide a flexible, out-of-the-box solution that clearly meets immediate and future requirements
- Rapid implementation process to bring quick business benefits
- Easy-to-use and robust enough to handle evolving e-business needs
- Streamline purchasing and distribution processes to improve business efficiencies
- Aggregate buying power to receive large volume discounts that reduce operating costs

## InterContinental Hotels Group PLC

### Customer background

InterContinental Hotels Group PLC of the United Kingdom [LON:IHG, NYSE:IHG (ADR)] is the world's largest hotel group by number of rooms. InterContinental Hotels Group owns, manages, leases, or franchises, through various subsidiaries, over 3,600 hotels and 537,000 guest rooms in nearly 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental Hotels & Resorts, Crowne Plaza Hotels & Resorts, Holiday Inn Hotels and Resorts, Holiday Inn Express, Staybridge Suites, Candlewood Suites®, and Hotel Indigo, and also manages the world's largest hotel loyalty program, Priority Club Rewards.

### Business Challenge

The InterContinental Hotels Group (IHG) project was seeking an e-procurement solution that will allow users from their wholly owned properties and franchisees to easily browse and select from an authorized product catalog, at negotiated prices provided by authorized suppliers. Orders from hotels needed to be placed directly with the suppliers for delivery. Analytics were required to show total spend by supplier and hotel to assist in contract negotiations. Finally, IHG needed to find a way to deploy an e-business solution quickly.

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*“Sterling Commerce provided us with a flexible, out-of-the-box solution that clearly met our immediate and future requirements by being easy-to-use and robust enough to handle our evolving e-commerce needs.”*

Annie Brown  
VP Commercial  
InterContinental Hotels Group, UK & Ireland Division

## Solution

InterContinental Hotels Group implemented Sterling Multi-Channel Selling as the key enabler for its Fruition e-Procurement System for the UK. This system enables IHG to efficiently and cost-effectively manage the purchasing and distribution of all the food, beverages, furnishings, hotel, and office supplies required to run operations at its hotels throughout the United Kingdom and Europe through one convenient Web site.

Through its Sterling Commerce-powered system, IHG in the UK and Europe is able to streamline its purchasing and distribution processes to improve business efficiencies, and aggregate its buying power to receive large volume discounts that reduce operating costs. In addition, the company has immediate, accurate visibility into each hotel's order information and histories, enabling it to more effectively pre-negotiate master contract prices to further reduce costs, and more accurately time product purchases to accelerate order placement. Sterling Commerce was able to quickly provide IHG with an e-business solution through its managed hosted services.

## Key benefits

InterContinental Hotels Group was able to rapidly realize the following business benefits based on implementing Sterling Multi-Channel Selling.

Provide an easy, intuitive method of ordering hotel supplies online for the wholly owned properties and franchisees of IHG. Phase one included orders captured and then transmitted via e-mail to the supplier with phase two transmitting electronically using XML and OFSCI standards. A supplier workspace is available for the supplier to inquire on order details.

Decrease transaction costs for franchisee and hotel ordering by automating the ordering process and reducing the error rates.

Through a hosted managed services deployment model, IHG was able to implement an e-business solution quickly.

Provide a method for delivering recipes to hotels which include ingredients and cooking instructions.

Provide for reporting on hotel and supplier volumes to more easily analyze buying patterns and supplier volumes.

## About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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