

Dynamic Businesses, Static Systems

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Change is not new to the hospitality industry; businesses need to be flexible, to meet shifting market conditions and consumer needs. Fast food outlets that in the past only offered hamburgers now sell salads and freshly baked baguettes, your local high street pub has moved from traditional pub grub; pie and chips to low carbohydrate, low salt, low fat offerings.

More change lies ahead for all operators; including licensing reform, smoking, increased legislation and social responsibility all putting pressure on profit. Added to this are the business challenges created by the acquisitions and mergers which are prevalent across the sector. This means that companies are constantly evolving while traditional technology struggles to accommodate the developing business.

The need for change is not new to the software industry either. Alphameric Hospitality has provided software solutions to the hospitality market for over two decades and has witnessed the evolution of systems, first hand. In past decades, large scale pioneering was the norm, now hospitality retailers are looking to employ solutions that give real tangible payback on the cost of investment through the achievement of increased business efficiency and profit improvement.

For CEO's there is a conflict between the way they want to run their businesses and the control, rigidity and constraint with which their traditional systems operate. This is matched by the barrier to change created by the potential major investment and upheaval required to update IT strategy.

The enemy of change has always been cost, time, and quality and to a certain extent the lack of flexibility of suppliers. In the past attempts have been made to overcome these barriers but solutions have always been constrained to the practical limits of the technology available at the time.

Technology advancements have now addressed this. Integrated, Enterprise wide Solutions can now provide all the flexible, cross-functionality today's hospitality organisations need, solutions and applications are fast becoming critical to future business growth and success. Return on investment is no longer an aspiration as IT investment becomes the key to business efficiency and margin improvement.

Cost can be managed by taking tangible and intangible wins in sufficient quantity to payback on the Enterprise investment and help pay for the front end Capital replacement that can often run into millions of pounds. It is however also possible today to arrange Capital replacement as part of the overall ASP or solution provision against well defined objectives.

Quality is unquestionable. Enterprise solutions available today reach far beyond individual products, meeting the entire needs of the business. Integrate IT from point of sale right through to manufacturing and you will enable corporate wide analysis and control of the business.

To undergo system renewal is no easy task, the time needed to focus on a core system replacement whilst supporting the specific business needs and existing systems is a major project but the effort taken will be repaid 10 fold by removing the constant pressures of maintaining legacy and disparate systems. The payback open Enterprise solutions provide

mean early adopters are seeing real quantifiable business benefits across their entire organisations.

Implement an open platform for the future, develop Business and IT strategy concurrently and you will gain a system that supports and enhances business efficiencies, profitability and shareholder value and leaves your competition struggling to maintain their competitive edge.

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