

LUXURY HOTEL IMPLEMENTS E-COMMERCE PLATFORM WITH RED HAT SOLUTIONS

SOFTWARE

Red Hat Enterprise Linux
Red Hat JBoss Enterprise
Application Platform

HARDWARE

Cloud-hosted

RED HAT PARTNER



A world-renowned luxury hotel commissioned an e-commerce platform to expand and improve sales of its popular, seasonal pastry. Working with Red Hat® Advanced Business Partner Cxrus Solutions, the hotel implemented the e-commerce platform running on Red Hat Enterprise Linux® and its application powered by Red Hat JBoss® Enterprise Application Platform. The ordering process is now easier, and both sales and customer satisfaction ratings have gone up.



HOSPITALITY INDUSTRY

600 EMPLOYEES

CUSTOMER SINCE
2013

“We are very pleased with the results of this pilot implementation. The online system is able to handle the transactions as well as provide timely insights and reporting for the hotel’s internal teams, and thus increase overall business efficiency, improve customer satisfaction, and tap on new sales opportunities for the hotel.”

ALVIN TEO
EXECUTIVE DIRECTOR,
CXRUS SOLUTIONS

BENEFITS

- Greater customer satisfaction with e-commerce platform
- Increased operational efficiency with new automation features
- Cost-savings and shorter time-to-market with the support of Cxrus Solutions



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FASTER TURNAROUND AND GREATER CUSTOMER SATISFACTION REQUIRES ONLINE SALES CHANNEL

During Asia's Mid-Autumn Festival celebrations, the hotel produces delectable and highly sought-after mooncakes, traditional Chinese pastries filled with sweet bean or lentil paste. Previously, orders were submitted manually through physical forms. In 2013, the hotel decided to find a way to reach more customers by selling the mooncakes online through an e-commerce platform.

The hotel needed a solution that could handle complex tasks to both satisfy the hotel's operational requirements and improve its mooncake order processes. Specifically, the solution needed to provide:

The ability to set early-bird, credit card, or other promotional discounts for customers using the hotel's existing membership database.

- Facilitation of an online payment system using a payment gateway.
- Flexibility of delivery methods on specific dates to customers.
- Reporting features for hotel staff to generate an audit trail and customized sales or operations reports.

The solution also needed to be easily maintained and customizable in order to meet changing needs of the hotel, including making updates to its online inventory and editing delivery or payment methods. Open source software was considered in the planning process because of its known benefits of flexibility, lower costs, stability, and interoperability.

TAPPING ON A TRUSTED TECHNOLOGY PARTNER

The hotel began looking for a technology partner with relevant expertise in delivering open source solutions to meet its requirements. Cxrus Solutions, a Red Hat® Advanced Business Partner, was chosen because of the company's extensive portfolio of successful e-commerce solutions built on open source technology.

With the requirements in mind, Cxrus designed the proposed e-commerce solution with Red Hat Enterprise Linux for its underlying platform and Red Hat JBoss Enterprise Application Platform for its application server. Cxrus was able to share its past successful implementations on Red Hat's enterprise-grade open source solutions with the customer and provide them with a comprehensive solution for its e-commerce platform.

ADDITIONAL SALES CHANNEL IMPROVES CUSTOMER SATISFACTION

With the new solution in place, the hotel saw an overall increase in operational efficiency. Less paperwork also meant higher productivity and cost savings, freeing staff to focus on fulfilling, rather than inputting, orders.

Red Hat JBoss Enterprise Application Platform was used to develop the application for the shopping cart and features such as scheduling pick-up times for mooncakes. This enabled the sales team to free up its resources from manually maintaining the delivery schedules and also allowed the customers to be able to purchase the mooncakes through an accessible and convenient online sales channel.

The new e-commerce platform also came with internal reporting and audit trail features. The automated reporting features help hotel staff save time generating reports, and the up-to-date information helps staff make informed decisions around its sales transactions, order fulfillment, inventory management, and more.

The hotel is now considering the solution to be implemented across various business functions, such as room bookings and events scheduling, in the near future.

“We are very pleased with the results of this pilot implementation. The online system is able to handle the transactions as well as provide timely insights and reporting for the hotel's internal teams, and thus increase overall business efficiency, improve customer satisfaction, and tap on new sales opportunities for the hotel,” said Alvin Teo, executive director, Cxrus Solutions.

ABOUT THE HOTEL

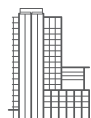
The world renowned five-star hotel is strategically located in the heart of Marina Bay, Singapore's new downtown core, offering a mix of commercial, retail, entertainment and recreational facilities. Famous for its top quality guest services and facilities, the 32-story hotel has 608 rooms offering delightful views of the Singapore skyline and bay area. It is part of a luxury hotel chain with more than 80 hotels and resorts in 26 countries around the world.

ABOUT CXRUS SOLUTIONS

Cxrus Solutions is the leading end-to-end Enterprise IT Solutions Provider in Asia Pacific, providing a full spectrum of technology solutions including Enterprise Web Applications, E-Commerce, Enterprise Linux, Cloud Services and more. As an award-winning technology company, Cxrus Solutions has a strong workforce of IT professionals across offices in Singapore, Malaysia and Indonesia delivering complete, integrated solution for its customers' success.



CUSTOMER CASE STUDY | Luxury hotel implements e-commerce platform with Red Hat solutions



ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services. Red Hat is an S&P company with more than 70 offices spanning the globe, empowering its customers' businesses.



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