

InTown Suites Manages Data from 100+ Properties with the Corporate Reporting Module

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*Stephen Bell, Director of Technology
InTown Suites*

About InTown Suites:

InTown Suites is the largest owner/operator of economy extended-stay properties in the United States, providing guests seeking longer-term accommodations an affordable and flexible alternative to nightly stay hotels or multifamily properties. InTown owns and operates 126 economy extended-stay properties with 16,209 rooms in 21 states that are predominantly located in the Southeast and Southwest, with concentrations in Texas, Georgia, and Florida. The Company's business model is based on modest weekly room rates and a low cost operating model, which result in occupancies and margins that are significantly higher than its extended-stay and lodging peers. By owning and operating its properties, InTown maintains full control of its property quality and the consistency of its amenities and guest experience across the portfolio.

The Challenge

In 2003, InTown Suites had doubled in size and acquired a new hotel chain. As a result, it became necessary to look for a new property management system to meet the growing and unique needs an extended-stay company managing multiple properties experiences.

While InTown had been using Niteclerk, Remco Software's DOS-based property management software, the new hotel chain was using its own property management software. However, InTown was not satisfied with that software. “We had no control over our data because it was stored on that software company's servers,” says Stephen Bell, Director of Technology at InTown. Other negative experiences with the software soon followed as well. “We had unexpected and poorly conceived updates to the software itself.”

The Solution

InTown had been using Niteclerk for seven years and was satisfied with the results. “We liked the level of service we had received from Remco. The programmers at Remco fully understand your problems and are responsive to your needs,” says Bell.

By 2003, Remco was selling its SQL-based software, NiteVision, and had long established itself as a leading manufacturer of quality property management software throughout the hospitality industry. These factors, along with the ability to store data in-house, all contributed to InTown's decision to make NiteVision the ultimate solution for property management needs.

The Benefits

About Remco Software, Inc.:

Based in Dickinson, North Dakota, Remco began producing property management software in 1985, with Niteclerk, a DOS-based property management system. In late 1997, the first version of NiteVision was released to take complete advantage of the Windows® graphical user interface. Over the years, the NiteVision product has evolved to utilize SQL Server® database technology. Remco's newest property management software, NiteVision SQL 3.1, features enhanced security functionality that can be adapted to fit the operational needs of any size property. Remco continues to specialize in quality hotel software and property management systems which can be tailor-made to address specific needs to various hospitality clients. With installations in over 3,000 hotels and resorts worldwide, Remco Software is known throughout the industry for innovative, easy-to-use, comprehensive property management systems. For information on Remco's products and services visit www.remcosoftware.com.

Since using the NiteVision software, InTown has experienced numerous benefits all-around. "As far as security, we can control who accesses what data in order to prevent fraud and to support our policies and procedures," says Bell. InTown finds the NiteVision software easy to use for employees, also. "There's a short learning curve for training, and it's intuitive for people who have never worked in a hotel." Bell adds, "It's easy for our properties to manage folios."

Indeed, the most significant benefit InTown has experienced with using NiteVision is the ability to manage data amongst multiple properties. "We can control data as little or as much as we like," says Bell. With the Corporate Reporting Module, data is sent from each database of the 126 properties and consolidated into one, main database at InTown's corporate headquarters. "The NiteVision corporate database is one of the best tools we have," explains Bell. "It affords us the ability to access information across all properties in near real time, giving us more flexibility and allowing us to make operational adjustments when necessary."

InTown Suites actively supports 80 reports for daily, weekly, and monthly intervals. "Our reports cover accounting to operations to maintenance," says Jimmy Williams, Project Manager for InTown Suites. "We create general to specific reports to satisfy any request whether for operations, accounting, historical, current trends, a specific room or a specific property."

NiteVision combined with the Corporate Reporting Module streamlines InTown's ability to control data from multiple properties. The convenience of having data stored in-house means the operational information is always within reach. And this in turn contributes to successfully managing multiple properties.

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