

# THE COMPLETE Solution

HOIST GROUP PROVIDES A RANGE OF TECHNOLOGY SOLUTIONS AIMED AT STRENGTHENING THE OPERATIONS OF IRISH HOTELS.

The importance of technological innovation to the hotel sector cannot be understated. New solutions and ideas are driving efficiencies and enhancing guest experiences, improving everyday operations. Take Hoist Group, one of Europe's leading one-stop technology providers for hotels, including the widely-used HotSoft property management system. One of its most recent developments is 'Follow the Guest', a concept that enables the 21st century guest's journey through a hotel and incorporates steps like advance check-in, mobile keys and a range of digital services for a bespoke experience. However, it's not just about integrating the latest technology – it's understanding the appropriate time to do so.

"What we've learned down through the years is the appropriate place in a product's life cycle to introduce it to the client. We don't like to introduce a technology too early unless there's a really compelling reason, but equally we don't want to be too late with the technology where we get left behind," explains Anselm Molloy, Hoist Group Ireland Managing Director.

Until May 2017 Molloy headed software provider Paragon Systems, which was

then acquired by Hoist Group. Molloy describes that move as a natural fit, having worked with Hoist Group for the best part of 20 years and developed a range of complementary products for the HotSoft platform, including integrated solutions for golf and spa businesses and rate management.

"Those products are now being distributed by Hoist Group across Europe," he notes. "They're providing us with a lot more products from the Hoist Group stable that we can deliver to our clients in Ireland. That would include RFID door locks which we can connect to HotSoft for full end-to-end mobile check-in, high-speed internet access, and IPTV solutions."

Part of the company's success is due to its dedication to a positive work/life balance for its employees – one of the first things Hoist Group did following the acquisition was invite the Irish team to a team-building event in Sweden. But its focus on the customer is also key. Molloy's team offers personalised day-to-day operational support from their base in Kilkenny, and clearly that approach has worked, as more than 350 Irish hotels have entrusted their IT needs to Hoist Group, including Adare Manor, Druids Glen, Dublin's Iveagh Garden Hotel and the Imperial



LEFT: Anselm Molloy, Hoist Group Ireland Managing Director. BELOW: A mobile key is part of Hoist Group's Follow the Guest concept.



Hotel in Cork city. "One of the key differentiating factors is the quality of our support, the care that we can deliver to the customer once they've become a customer," he says.

Molloy also sits on Hoist's product development group, which is in the process of finalising the company's roadmap for 2018 and 2019. There are plenty of innovations on the cards, ranging from increased integration with the Follow the Guest concept and products moving entirely to the cloud, to a greater focus on providing hoteliers with industrial-strength Wi-Fi solutions and a new partnership with CRM providers Revinate.

Those and other topics will be discussed at Hoist Group Ireland's upcoming Inspiration Days this autumn.

"I think it's important for us to get out, meet the customers in this type of environment and show them what we can do," says Molloy. "It's not a sales event, it's an education event, to let the hotels know about current technology trends, what they might want to budget for over the next two or three years, and to allow them to put in place a strategy around what's coming down the track. Understanding the technology and how it can optimise their guests' experiences is a key part of that."

To discover more or register your interest in Hoist Group's Inspiration Days, email [marketing.ie@hoistgroup.com](mailto:marketing.ie@hoistgroup.com).