



Audio cast

Building a world-class back office for a world leading hotel company.

Xerox helps IHG manage print services across its enterprise.

Paul Snyder

Vice President of Operations
Portfolio (Americas)
InterContinental Hotels Group

September 2010

Narrator: These days, companies around the globe are trying to sharpen their focus on what they do best by collaborating with experts who can manage key business processes for them.

But if you're one of the world's leading hotel companies, you need more than business process excellence from suppliers.

You need global service capabilities so you can take an effective solution and replicate it anywhere and everywhere. You need a service provider with a broad portfolio of services. So you can expand the relationship and get more value from it every year. You also need a provider who will keep bringing new ideas to the table that will help you operate more efficiently and compete more effectively.

Now you know some of the reasons why the company with leading hotel brands that include InterContinental, Crowne Plaza, Holiday Inn and several others developed a long-term strategic relationship with the document outsourcing experts from Xerox.

Hi. This is Mike Rusinko on behalf of Xerox. And in this podcast, we're featuring IHG, an innovative global hotel company. IHG franchises, leases, manages or owns through various subsidiaries, over 4,500 hotels and more than 650,000 guest rooms in 100 countries and territories around the world. It's also a company that's growing fast, with 1,300 hotels in the development pipeline.

We spoke with Paul Snyder, Vice President of Operations, Portfolio Americas, for InterContinental Hotels Group, at the Xerox Thought Leadership Summit in Chicago.

Paul talked about the many ways a relationship with Xerox is helping IHG save money...transform its business...and achieve its long-term strategic goals.

Paul Snyder: We're an incredibly complex business across the world, we serve many different customer segments, but ultimately what we're supposed to be concentrated on and what we try to concentrate on are our guests and serving them and making them feel comfortable.

You know photocopiers and document production and fax machines, they're critical parts of our business, we need them to operate. But that's not our business, that's not what we know. And so to find someone who knows that business and is acknowledged as a world leader and can help us become best-in-class in terms of our back of house, you know, that's exactly the kind of service provider that we look for.

It's really important to find that right single provider to manage documents.

Narrator: The strategic collaboration with Xerox began a decade ago when IHG needed to reduce the costs of its IT support services. Thanks to its Lean Six Sigma expertise, Xerox found a way to help IHG save more than a million dollars a year while improving customer satisfaction at the same time.

That success opened the door to the next challenging assignment.

The first phase involved IHG's corporate headquarters in Atlanta. Xerox optimized the office infrastructure there by upgrading outdated equipment and transforming it into an expertly managed service. Then Xerox developed a state-of-the-art in-house print center that eliminated the need for costly outside printing. Once again, Xerox produced the dramatic improvements in quality, cost and efficiency that IHG needed.

Snyder: That obviously says to us it's an efficient program, it's a platform that can deliver an efficient cost savings across the enterprise.

Narrator: The efficiency of the Xerox-managed print center in Atlanta also made a big impression on Paul Snyder, who was looking for best practices that could be used in IHG hotels in North and South America.

Snyder: I was just a member of the corporate office who saw all of a sudden us having new machines that by the way always worked, were always well stocked, and also my team began to talk to me about how great the scanning technology was. One of our IT guys at IHG has got a chart that shows the number of scans by months since we implemented the Xerox program. And it seems to be doubling every couple of months and it's such an amazing way to capture information, to archive information.

Narrator: Snyder also discovered another benefit of the Xerox relationship. It could help IHG lower its overall impact on the environment by taking advantage of Xerox’s energy efficient technology and green office expertise.

Snyder: One of the things I found most unexpected was Xerox’s commitment to environmental sustainability.

It was all about being more efficient. But you know we’re spending a lot of time having a lot of discussions about how we can be green together, and that’s been a really great surprise.

Narrator: Based on the outstanding results in Atlanta, IHG began to think about ways to expand the relationship and use Xerox Managed Print Services on a much broader scale.

Snyder: It started off with our document efficiency program at our corporate office which was a tremendous success and that success led to the program that we have deployed now out into our field where each and every one of our managed hotels in North and South America are going to be on Xerox’s Managed Print Services platform.

Narrator: This time, it was the global service delivery capabilities of the Xerox team that got the attention of the IHG executives.

Snyder: The ability for us to go to one service provider and say, “Help us Implement this program everywhere we have hotels”—you know we have 4,500 hotels. So really we have 4,500 offices across the world and so you know having one solution that is translatable no matter where you are in the world or no matter whether you’re at a corporate office or an individual hotel. That obviously says to us it’s an efficient program. It’s a platform that can deliver an efficient cost savings across our enterprise.

Narrator: The growing number of Xerox document services at IHG is also helping the global hotel leader sharpen its focus on what it does best...taking care of millions of guests every year. That’s especially important in a complex business that operates nonstop in almost 100 countries around the world.

Snyder: Xerox is helping us transform our business in terms of making our back of house operation so efficient when it comes to document production that our managers and our front desk staff and the other people that are there to serve guests, have more time to listen to guests needs and to find ways to make our guests feel comfortable and welcome.

When you think of the efficiencies that Xerox is going to be able to deliver us—that is going to make us more competitive in the marketplace.

The things that we can do down the line, they’ll just be so impactful and enormously most beneficial to our business.

Narrator: Multi-million dollar savings... operational excellence... innovation... global delivery capabilities... even new efforts to promote sustainability.

Thanks to a long-term strategic relationship that continues to grow, Xerox is helping IHG achieve its goals, get measurable results and transform its business.

Snyder: Xerox is definitely bringing innovation to IHG.

If you find the right service provider you can actually save yourself a lot of worry because you have someone who you can trust and someone who you know will deliver. We’ve certainly found the right provider in Xerox.

Narrator: For more information on how Xerox helps companies around the world reduce costs, achieve operational excellence, and transform business, visit www.xerox.com/services.

Portions of this podcast were recorded in 2008 and 2010, and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the podcast to reflect new information.

Please visit www.xerox.com/newsroom for up-to-date information.
That concludes this podcast. Thank you for listening.

[END OF RECORDING]