



# InterContinental Hotels Group

HPE Financial Services helps deliver the right IT investment solution to enable IHG's intelligent hospitality technology

**Organization**

InterContinental Hotels Group

**Country**

UK

**Industry**

Hospitality

**HPE Financial Services:**

- Flexible investment structure
- Technology refresh

**Hewlett Packard Enterprise technology:**

- HPE Switches and Servers HPE Services

**Hewlett Packard Enterprise services:**

- Technology services from HPE Pointnext



Whether you're looking for convenience, luxury or something truly special, InterContinental Hotels Group has you covered. The UK-based hotel company has twelve brands spanning nearly 100 territories. With 5,000 properties in its family, it ranks as the world's largest hospitality company by room count.

IHG is probably best known for Holiday Inn, the "simple and smart" chain catering to families and business travellers. But IHG also offers luxury and long term stay properties, as well as hotels catering to specific audiences like Chinese consumers. The twelve brands in the IHG portfolio offer 744,000 guest rooms and serve 150 million travellers each year.

**Striving to create a customized experience for their guests through technology**

Customers who find dealing with the hotel streamlined and convenient, and who feel that the hotel remembers their preferences and goes out of its way to deliver them, will have more loyalty and recommend the chain to their friends. They're also more likely to use

other services connected to the hotel, such as the restaurant or spa.

Like other forward-looking organizations, IHG has a vision of what will drive business not only today but also in the near future. To seize the business accelerators of tomorrow, IHG is implementing a detailed, multi-staged initiative, known as Intelligent Hospitality, which seeks to improve its properties and enhance the guest experience. Intelligent Hospitality involves upgrading the property management system, including functions like reservation booking and billing. Secondly, the company is making enhancements to the secure payment system for greater peace of mind for its guests. Finally, IHG is creating a connected experience, which will not only allow travellers the convenience of doing more on their smartphones, but will also help the company use customer data to provide a truly special customer experience. Imagine a guest finding a plate of her favorite cookies waiting for her in her room, or a certain hypoallergenic pillow already on her bed. Driving a better guest experience will boost the company's RevPAR (Revenue Per Available Room).

“Working with HPE Financial Services, InterContinental Hotels Group is able to accelerate the deployment of our Intelligent Hospitality strategy, which we believe will truly revolutionize the experience we bring to our guests around the globe. Plus, the ability to support our franchisees with an investment solution that reduces financial strain makes this a win-win for us and our customers.”

– Kerrell Hurt, Director of Hotel Openings and Implementation, InterContinental Hotels Group

### **Accelerating a better hospitality experience**

IHG selected an end-to-end solution of HPE hardware and services. Because making grand scale changes often requires a large up-front payment, the company chose an investment strategy from HPE Financial Services.

It was important to the company that its franchisees be able to take advantage of the investment structure so they could adapt the elements of the technology initiative more easily and quickly. That provides a more consistent customer experience across its brands of properties and the regions it serves. By plotting the investment agreement against IHG’s innovation roadmap, there’s a built-in timeline for upgrades to help all franchisees reach the new benefits faster.

### **The benefits of working with HPE Financial Services**

Working with HPE Financial Services, IHG has been able to realize some important benefits

- 30 – 40% more technology than would have been possible with an upfront capital purchase
- Access to the technology needed to offer a customized, personalized hospitality service to its customers that creates a competitive advantage for its business
- Reduced financial strain on franchisees to be able to participate in the program
- A built-in refresh cycle to ensure its technology keeps up with the pace of its business

Learn more at  
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