

ENTRANCE TO THE 61-ROOM MONTECITO INN, SANTA BARBARA, CA

CLOUD PMS: A CASE STUDY

The Montecito Inn

LANDMARK HOTEL STREAMLINES BUSINESS WITH WEBREZPRO™
CLOUD- BASED PROPERTY MANAGEMENT SYSTEM

THE MONTECITO INN is a very busy property. With a yearly occupancy of approximately 80 percent, hotel staff are continuously kept on their toes, especially during the peak summer season. Management's primary goal is to increase monthly revenue from year to year, and to do so, improving guest satisfaction is key to the inn's continued success. As Jim Copus, Operations Manager at the Montecito Inn, insightfully acknowledges, "Revenue takes care of itself when the guests are happy."

In order for staff to dedicate time and attention to guest satisfaction, daily operations—from reservations to housekeeping—need to run seamlessly and as effortlessly as possible. A cumbersome property management system (PMS) could prevent a graceful boutique hotel like the Montecito Inn from reaching the stars.

Frustrated with their robust but outdated PMS and unsatisfactory product support, management at the Montecito Inn went in search for a better option. They wanted a current solution with an intuitive and contemporary user interface that would run smoothly on a Mac operating system. Jim and his colleagues were attracted to the idea of a Cloud-based PMS, which—accessed through a browser—is compatible with any operating system.



They also liked the convenience a Cloud-based PMS offered through anywhere, anytime access. And it just made good business sense to invest in an affordable, cost-effective solution free of expensive upgrades.

Jim researched a variety of Cloud-based systems before turning to WebRezPro™ (WRP) by World Web Technologies (WWT). In addition to the typical advantages of Cloud-based systems, such as price and remote access, Jim was impressed by WRP's full

and powerful features, without all the “clutter.” He and his staff also appreciated WRP's look and feel. In comparison to their old system, Jim commented, “using outdated designs for nine hours a day was very uninspiring. WebRezPro looks modern and is fun to use.”



SOLUTION FOR SUCCESS

Jim and his staff found WebRezPro's implementation process “very easy.” After a week of preparation—transferring reservations from their old system and completing property set-up in WRP, from room inventory and rates to booking options and accounts—it took just one day to get WRP fully up and running. A live training session was conducted remotely with four managers via screen sharing and speaker phone, and “the online training tutorials allowed our staff to be pretty well trained before even going live on our actual system,” said Jim. Since then, Jim has found that, “everyone we have ever trained has picked it up within a few days. It is quite easy to use, despite having a good amount of detail involved.”

Streamlining business, the Montecito Inn utilizes WRP's interfaces with call accounting, PCI-compliant credit card processing, PBX and voicemail as well as a two-way GDS interface. The property also employs WRP's integrated online booking engine, which matches the look and feel of Montecito Inn's website and allows the property to sell reservations, including special rates and packages, online.

Over the three years that Montecito Inn has been using WRP, management has requested a number of property-specific customizations, including

a specially requested interface to a keycard previously unsupported by WRP. "To me, this is the most amazing thing about WebRezPro. Not only do they listen to suggestions, but they actually implement them, and sometimes within just days!" remarked Jim.



SUCCESSFUL RESULTS

Since the Montecito Inn's implementation of WebRezPro in February 2010, the property hasn't looked back. When asked if the Montecito has experienced any problems with the system, Jim replied, "Honestly no. Only occasional downtime. But support is very quick to respond, give us estimates on when it will be corrected, and then accurately follow through."

WRP has improved operational efficiency at Montecito Inn in various ways. The simple and intuitive presentation of WRP's user interface allows for uncomplicated navigation of the system's comprehensive features and has improved overall user experience for staff. "I really like the layout, meaning the top and side bar menus with only the internal screen changing. I also really like that it's easy to add tabs while working," Jim notes.

One of the biggest operational conveniences appreciated by staff at the Montecito is WRP's remote accessibility. For Montecito Inn this means that spontaneous service-centred issues can be resolved much more quickly than in the past.

"When I'm not on property, but the staff needs help, I can jump onto WRP from home or from my iPhone," remarked Jim.

Exceptional product support was one of Jim's criteria when selecting a new PMS for Montecito Inn and he and his staff are more than satisfied with that provided by WRP. "Customer support is the best of any vendor I've ever worked with, this is not an exaggeration... If you run into something WebRezPro doesn't have, support will work with you to change that. They recently added an interface for [a keycard vendor] per our request. What other PMS vendor would do that?"

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— Jim Copus

And what about the impact on revenue? WebRezPro's flexible rate and packages functionality has made possible a range of packages that the Montecito Inn couldn't apply with its previous PMS. "Packages are very easy to set up and implement... we are selling a lot of packages that we couldn't do before," stated Jim.

WRP's affordable price has definitely had a positive impact on the property's budget. A local server-based system can easily drain \$10,000 or more from a capital expenditure budget and become outdated very quickly, leading to expensive upgrades. At \$5 per room per month plus a low one-time set-up fee, WRP compares very competitively to other Cloud-based systems, especially considering that, unlike WRP, many of those systems charge for online bookings and don't offer full integrated accounting

systems. "Compared to our previous system, we are saving tremendously," Jim confirms.

"I think large hotels and chains are misleading themselves by believing they need to spend top dollar for [our previous system]. WebRezPro can do everything [our previous system] can and is stripped of all the extra menus and options that were more clutter than anything," Jim summarizes. "I've yet to see a PMS that compares to it."



ABOUT THE MONTECITO INN

The Montecito Inn boasts a glamorous history of fame and fortune. Built by Charlie Chaplin and friends in 1928 as an escape from the pressure of Hollywood, the Montecito is—to this day—a sanctuary of luxury and comfort.

Exuding timelessly elegant Mediterranean style on the Californian coast, the 61-room boutique hotel is a Santa Barbara landmark. The full-service inn

boasts upscale dining, a heated outdoor pool, spa services, a fitness area, event space and a library of all Chaplin's films. To learn more about the Montecito Inn visit www.montecitoinn.com.



ABOUT WEBREZPRO

WebRezPro is a powerful and cost-effective Cloud-based property management system designed for single independent hotels as well as hotel groups and chains. WebRezPro offers all the features of a traditional PMS such as integrated accounting, GDS connectivity and multiple interfaces, as well as advantages unique to Cloud-based systems, including anywhere access, integrated Web and mobile reservations and automatic data back-up. WebRezPro is a product of World Web Technologies Inc., a pioneering Internet marketing and software company for the hospitality industry since 1994. Visit www.webrezpro.com, call toll-free 1-800-221-3429 or email info@webrezpro.com for further information.

