

Southern Hospitality Looks to the Future with Advanced Integrators Team

Van Meter Leads Cross-Platform Upgrades and Finds Aid with Advanced Integrators

Tami Van Meter understands customer service. Her company, Southern Hospitality (www.shinc.com), banks on it every day. Southern Hospitality, Inc. was established in 1986 by Robert E. Slater as a full-service hotel management company. The company headquarters in Oklahoma City, OK. Southern Hospitality manages all types of hotel properties, primarily for financial institutions, including distressed properties in highly competitive markets.

In 1990, the company only managed properties owned by other individuals, institutions, or companies. Since then, through affiliated limited partnerships, the company has acquired, added value to and sold numerous hotels and has managed a hotel portfolio with a wide range of franchise affiliations such as Doubletree, Radisson, Holiday Inn, 4 Points by Sheraton and Hampton Inn.

Van Meter notes that the company's focus on providing customers with "all that it takes" to achieve exceptional customer satisfaction, the company has accomplished extraordinary turnarounds of the hotels it has managed. While providing this exceptional customer service, Van Meter's position as controller includes not only the financial health of the organization but also Information Technology and Human Resources functions. The heartbeat of providing exceptional customer service is found in their focus on the availability of data.

"As we acquire new hotels or build new hotels, our systems need to work together. We must be a step ahead of our guests, understanding their recent stays, their service requirements – even down to comments from their last interaction with us. That information helps the staff in the hotels provide our guests with an experience that exceeds their expectations."

With a forward-looking approach to technology, Van Meter had begun implementing a full-blown overhaul of their systems. This process was cross-platform and included many different contractors and suppliers of hardware and software. "We had implemented a database structure that someone had written for us and we couldn't access this database without their help. Every time we wanted to make a change, it required their intervention. As we proceeded our engagement with them, we

embarked on a version upgrade was an absolute nightmare. It cost us a fortune and took a very long time." As they moved through the process they uncovered a server incompatibility that was inflaming the issue. A referral from another company connected Van Meter with the team at Advanced Integrators.

Van Meter approached the Advanced Integrators team with caution, realizing the sensitivity of the data under her command along with the backlash of customer service issues that might be encountered. "I was pleasantly surprised. Advanced Integrators had a far higher skill level than the previous provider. They uncovered issues before they happened and coordinated well with the individual vendors across the many systems. I was pleased with the process they used to engage our project. We finished ahead of schedule."

Van Meter feels prepared for the future and Southern Hospitality's growth plans. "Our system upgrades have allowed us to prepare us for adding new hotels. We are anticipating another hotel to rise in the next year and we have already laid the groundwork. Initially, our plan was to create ample room to handle the increased volume in our databases. It turned out to be a very large project with multiple vendors. We upgraded our entire server system and saved money in the process. We communicate via Citrix and Advanced Integrators was able to work with this and do our upgrades."

Van Meter continues to use Advanced Integrators for support of her Great Plains software investment and any database issues they encounter. Van Meter is happy to recommend the Advanced Integrators team to others looking for system support and flawless integration.

"Advanced Integrators is a group of really good people. They are great to work with and most importantly, they do what they say they will do when they say they will do it."

For more information about Advanced Integrators contact:

Daryl Moore

405-946-1774 extension 104

dmoore@advancedintegrators.com

