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Global Vision Hotels Case Study

Creating Transferrable Processes for Business Continuity

About the Client

Global Vision Hotels is a hotel management company that owns and operates multiple properties. As a virtual company, Global Vision Hotels' goal is to manage their properties from an ownership perspective, increasing the value of the assets they manage.

Client Challenge

After purchasing their second hotel, the company began to expand rapidly. Their financial bookkeeping and accounting needs began to outpace their capacity to internally manage these functions. They were faced with the option of either hiring staff to perform accounting and bookkeeping functions or outsourcing these responsibilities. One unique challenge to Global Vision Hotels was that they did not maintain a traditional, corporate headquarters for their business, functioning instead as a virtual company. Hiring a full-time accounting professional as a staff member presented the risk of placing all the company's financial and bookkeeping knowledge with a single individual. If that staff member left the organization, all first-hand knowledge regarding the company's accounting and bookkeeping would depart as well. As a result of their virtual corporate structure, the financial systems and processes that the company implemented were even more critical than the individual who would perform these functions.

The Solution

Global Vision Hotels decided that outsourcing the accounting and bookkeeping functions was the best solution due to their virtual structure. After investigating several options, they decided that Analytix Solutions was the best fit for their organization because of their advanced technology skills and expertise. Gautam Sharma, President of Global Vision Hotels, recalls, "At the beginning of our relationship, our own QuickBooks system crashed, and we lost all the financial information for one of our hotel properties. Analytix Solutions was able to rebuild all of our company information on their server in approximately three weeks, which was a significant amount of work within a short period of time. Analytix has the expertise and bandwidth to resolve important issues quickly and then to scale back resources to what is required on an ongoing basis and provide me with 24/7 access to all of my financials."

Global Vision Hotels recognized the valuable knowledge and extent of other services that Analytix could offer, including developing software applications for systems integration and website design. They have leveraged these additional services extensively. When Global Vision Hotels acquired its twelfth property, Analytix Solutions assisted them by designing a dedicated revenue portal. This involved consolidating and integrating the individual hotels' financials on a single platform, making it much easier to compare financial performance among the different properties. This aided in decisions regarding adding or eliminating properties from their real estate portfolio. In addition, Analytix Solutions also assisted Global Vision Hotels implement a document management strategy. Each hotel property had been storing documents and invoices on a local level, but as the company grew this became very cumbersome. Analytix Solutions designed an electronic data storage system for all properties. Sharma also indicates, "Analytix Solutions' software development team has been a huge asset for us. We consider Analytix Solutions to be our IT and tech support department as well."

Results

Global Vision Hotels continues its partnership with Analytix Solutions and credits Analytix Solutions with helping them establish a system of transferrable processes that are critical to its success as a virtual company.

- **Outsourcing decreased expenses and increased efficiencies**
- **A document management system provided knowledge management**
- **Consolidating and integrating the hotels' financials streamlined operations**
- **The single platform made it easy to add and eliminate properties**

Global Vision Hotels intends to further its relationship with Analytix Solutions and plans to use them for their web marketing and email marketing capabilities.

Testimonial

“Our QuickBooks system crashed, and we lost all the financial information for one of our properties. Analytix Solutions rebuilt all of the information with 24/7 access in three weeks – a significant amount of work in a short period of time. They have the bandwidth to resolve issues quickly and then to scale back resources to what is required on an ongoing basis... Analytix has been instrumental in creating transferrable systems for our company instead of a line of people who can leave with knowledge of the business.”

Gautam Sharma, President
GLOBAL VISION HOTELS

About Analytix Solutions

Businesses who are positioned for growth turn to Analytix Solutions for scalable, single source, business solutions. We provide small to mid-sized businesses with a full range of accounting services, ranging from bookkeeping to CFO services, in addition to accounting systems automation and integration.