



MODERNIZED IT INFRASTRUCTURE

2022

Strategy Initiation

- Leverage IT Infrastructure to align with company strategy and goal
- Requirement and Pain points
- Strategy refinement



Cloud Direction and Strategy

- Private Cloud, Public Cloud, Hybrid-Cloud
- Cloud Migration Strategy
- Core solutions PMS and POS (best-in-class solution)



Solution Evaluation and Selection

- Form the committee which lead by IT
- Members : Operations, Revenues, Finance, Marketing
- Market research
- POC and workshop



Structural Framework

- Policy and procedure – not only IT but every business function
- Integration development
- Standardization
- Framework and shell build



Project Management and Planning

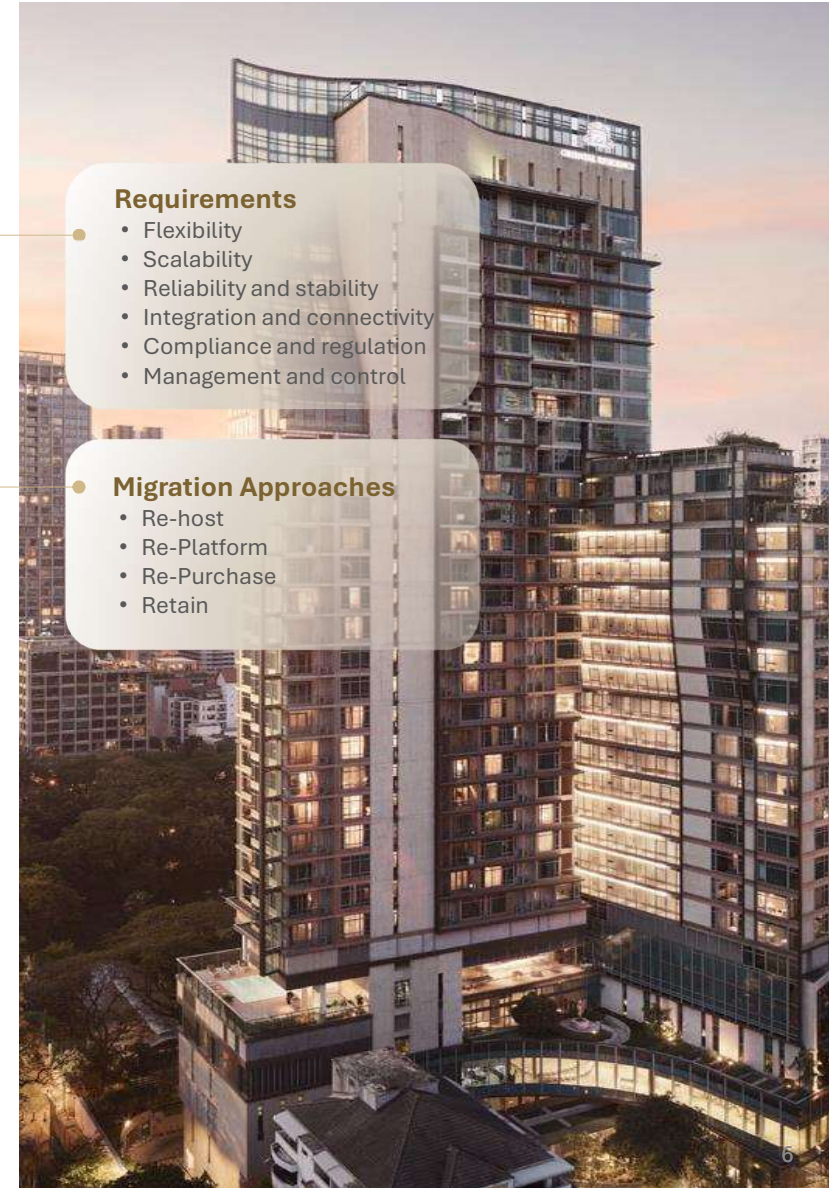
- Rollout strategy and direction

Requirements

- Flexibility
- Scalability
- Reliability and stability
- Integration and connectivity
- Compliance and regulation
- Management and control

Migration Approaches

- Re-host
- Re-Platform
- Re-Purchase
- Retain

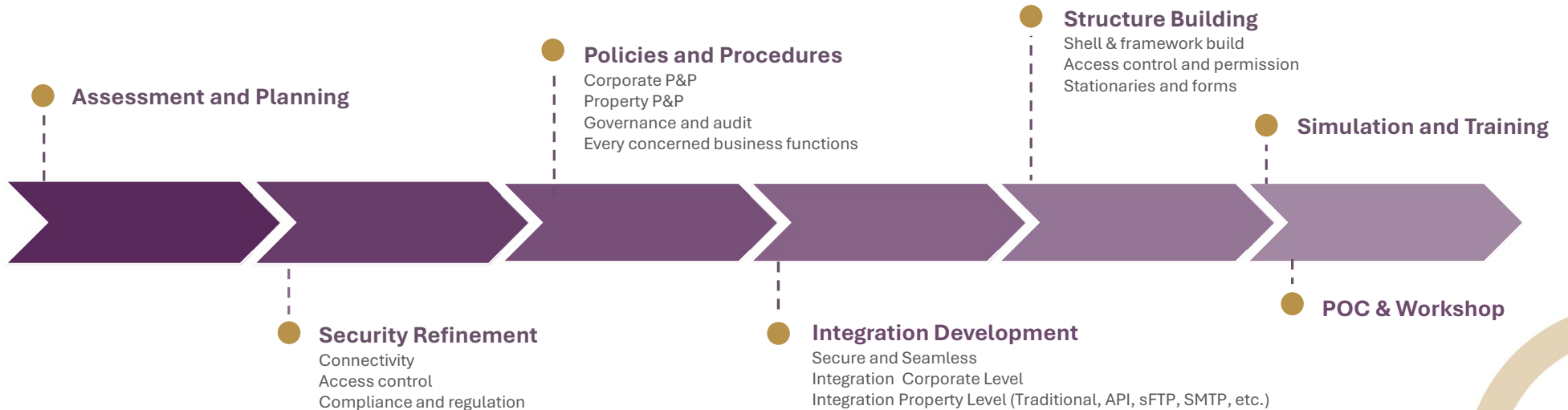


Evaluation Committee: A collaborative Approach

The committee formed comprising key stakeholders from Operations, Revenue Management, Finance, and Marketing. This diverse group ensured that all aspects of our business were considered in the evaluation process.

Assessed potential solutions based on comprehensive set of criteria:

- Flexibility and Agility
- Scalability
- Reliability
- Integration capability
- Compliance and management features
- Industry reputation



Full-Scale Migration: A Phased Approach

“Initiate the implementation journey with minimal disruption to business operations, while maintaining momentum in framework development through a phased approach.”



EMBRACING TECHNOLOGY

"The robust foundation of our core systems, including PMS and POS, has created new opportunities for embracing cutting-edge technology through modernization and secure integration."

This forward-thinking approach focuses on three key areas:



1 Corporate Centralize Solution

- Advance Analytics
- Centralized Data Consolidation
- Distribution Systems Advancement
- Integration improvement

2 Enhancing Guest Experience

- Guest personalization and insight
- Guest facing technology
- Internet of Things (IoT)

3 Operational Excellence

- Standardization management and control
- Revenue insight and pricing optimization
- Robotic Process Automation (RPA)
- Enterprise Gen-AI