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Press release

Village Hotels Successfully Roll Out hetras, Replaces Former PMS System

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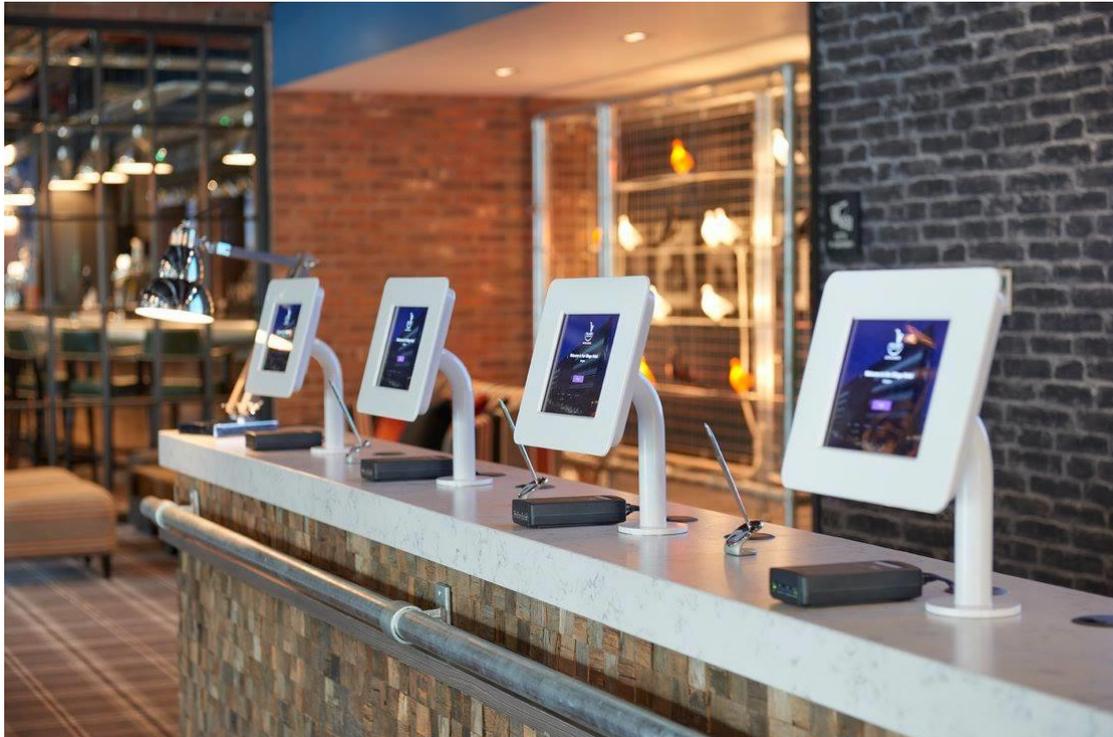
Gone are the days of queuing at reception, replaced by the ease and ultimate convenience of self-service.



[Village Hotels](#), the British hotel chain comprising twenty-eight properties with an urban touch, is in the middle of a fast roll-out of the hetras native cloud platform to all of its hotels. As part of this roll-out, Village Hotels is replacing its entire PMS scenery, one that has been running for many years, with hetras' cloud based Hotel Management System. Village Hotels is taking advantage of hetras versatile landscape in order to run applications such as CRS, GDS, online distribution and mobile check-in.

The hetras technology behind the new level of self-service and convenience offers hotel groups a cutting-edge, cloud-based hotel management platform. [hetras' technology package](#) includes property management and central reservation systems, as well as distribution connectivity, and allows hotels to manage online all aspects of a [mobile guest journey](#), from booking to billing.

In other words, at any Village Hotels with hetras cloud based hotel management software, guests are able to serve themselves, conveniently, online. This includes booking a room, checking in, obtaining a mobile room key, easily accessing available services, like the hotel's health and fitness club, Starbucks, or the in-house restaurant, and receiving the bill via email after their stay.



"By replacing our legacy Opera systems, we are changing our operations to become lean and easy and are shifting our team's focus from a computer screen to the customer," explains Rob Paterson, Commercial Director of Village Hotels.

"In parallel," Paterson adds, "we allow our customers to move at their own pace through the guest journey by offering mobile solutions."

According to Philip von Ditfurth, one of hetras' Managing Directors, "Our native cloud platform is a perfect fit for Village Hotels. Any hotel group that wants to move to mobile hotel operations and use true next generation technology now has a viable alternative. We are excited we could prove the scalability of our solution and the automated migration from the existing PMS to hetras."



Uli Pillau from hetras comments, “It has always been our objective to provide hotel groups around the world with a next generation platform that can replace the legacy software on the market. As our technology is native cloud-based and provides all mobile components, it really brings hotels to a long desired next level. The open API platform we have built allows anybody to connect their innovative Apps or other software to hetras.”

The ultimate in guest-centricity

[Village Hotels](#) are widely known for their extensive in-house facilities, which include health and fitness clubs, spas, and various coffee shops and restaurants. All of the purchases made by guests are managed by hetras' cloud-based platform and charged to the room. hetras' Smart Analytics is used to analyze guests' data after their stay to identify potential areas for optimization.

About hetras

[hetras](#) is the first company in Germany to develop a fully Internet-based management application for hotels and hotel chains of all sizes. hetras's hotel management system has been specifically designed for new generation hotel chains that employ a high level of automation. It comprises a highly efficient property management system (PMS) and a powerful distribution and channel management system. The system is offered on a SaaS basis, which means that hotels pay an all-inclusive flat fee per month per room. hetras is also proud to be a technology partner in the “[FutureHotel](#)” project of the Fraunhofer Institute.

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