The global hospitality industry is experiencing a renaissance. Record high occupancy rates and pricing are widespread, and favorable economic and market conditions are projected to remain strong. While the market is providing exciting opportunities, most organizations are treading with caution due to the cyclicality of the market.

A recent Accenture survey reveals that hospitality executives consider growth to be a pressing business concern. In fact, 69 percent cite acquiring and retaining the right talent as the leading barrier to growth. Channel management and marketing are also among top challenges.

While few (8 percent) view back office inefficiency as an inhibitor to growth, industry first movers are re-thinking this perception, seizing on back office improvements to enable growth. By improving processes and cutting costs in the back office, these hospitality companies are reallocating valuable resources, key personnel and cost savings to support their growth agenda.

When it comes to the back office today, survey respondents indicate a number of pain points. Forty-three percent report that high cost and high capital investment are leading challenges. What’s more, 36 percent acknowledge difficulties keeping up with technology. Clearly, the high cost of running the finance organization presents challenges and many organizations struggle to maintain the necessary controls. Building efficiencies from duplicative functions and resources across different hotels is elusive as companies try to create uniformity for the business.

A shared service model for the back office can help the hospitality industry move past these challenges, driving efficiencies and improving outcomes. Yet the journey requires significant capital investment that includes adjusting back-office systems to take advantage of the latest technology opportunities. The necessary organizational shift required also presents a considerable roadblock. While some organizations are on their way, these challenges make it difficult to remain agile enough to keep up with the pace of current global growth and the evolution of technology. But it does not have to be this way.
Get proven results and scale to deliver

Accenture Hospitality Services is a proven, scalable shared services model specifically designed by and for the hospitality industry, and based on a model pioneered with Marriott.

For more than 13 years, Accenture collaborated with Marriott to help scope, develop and build the industry-leading Marriott Business Service. This is a centralized, end-to-end finance and accounting (F&A) shared services operation. The operation helped Marriott achieve significant cost reductions by providing F&A services corporate-wide and to a large number of its franchisees and acquired brands at scale.

Marriott announced plans to transfer its Tennessee-based Marriott Business Services to Accenture in June 2013. With the transition complete in September 2013, the operation became an Accenture center of excellence for F&A business process outsourcing.

Today, former Marriott Business Services people, processes and technology are part of Accenture, and Accenture is providing the F&A services back to Marriott—and further scaling to bring the same services to the rest of the industry. Accenture Hospitality Services offers skilled industry specialists and best-in-class capabilities, combined with proprietary assets, business processes and software, and advanced analytics services.

Since it was established in 1999, Marriott Business Services has expanded to all brands.

20+ countries  15+ currencies  13,000 users

6 million vouchers paid annually  $1.3 billion dollars billed  69 million journal entries
Speed transformation of financial processes

As part of Accenture Hospitality Services, a team experienced in F&A processes—from procure-to-pay through order-to-cash to record-to-report—provides management consulting, technology and business process outsourcing services. The more than 500 former Marriott Business Services professionals have joined more than 3,500 Accenture hospitality industry professionals and 13,500 finance and accounting BPO professionals across the Accenture Global Delivery Network.

The Accenture Global Delivery Network spans more than 50 delivery centers worldwide, delivering services both on- and offshore depending on each client’s unique needs. Accenture is widely recognized as an outsourcing leader, and for 6 consecutive years, has been recognized as the top ITO/BPO provider by the International Association of Outsourcing Professionals (IAOP) in the Global Outsourcing 100 provider rankings.

Accenture Hospitality Services offers cloud-based technology and an agile, scalable infrastructure to respond quickly to capacity demands, significantly reduce cost-to-serve and minimize capital investments through an industrialized and shared solution platform. Hospitality organizations of all sizes are better equipped to exercise control across a complex landscape that includes broad geographic dispersion.

Re-imagine the back office

With Accenture Hospitality Services, organizations can use leading technology to help lower costs, improve controls and build efficiencies without capital investment. Once implemented, hotel companies can expect 30 to 50 percent savings in F&A costs. Complex compliance reporting can be completed up to 50 times faster. There is no need to find and hire specialized talent locally. And companies have access to the latest technology when needed.
A solution centered on the hospitality industry
• Take advantage of a platform built for the hospitality industry.
• Work with professionals with hands-on experience in successfully transitioning and managing off-property F&A processes.

A solution ready to scale to deliver fast results
• Speed full value realization through an already-successfully reusable platform.
• Benefit from experienced hospitality industry F&A delivery personnel.
• Expand and contract operations as the market changes.

A solution to turn data into insight with analytics
• Gain real-time insights into financial operations.
• Improve transparency and decision making.

A solution that can lower cost and drive efficiency
• Lower F&A cost-to-serve on the property; 35 to 50 percent cost-reduction opportunity.
• Significantly reduce capital investments through scaling of an established platform.
• Continuously benefit from strong industry solutions that evolve in preferred practices.

A solution that puts world-class processes to work
• Reap the benefits of more than 10 years of continuous improvement focused on creating industry-specific, world-class processes.
• Benefit from the insights and relevant skills of more than 17,500 professionals delivering F&A services to clients.

A solution that offers all the elements of success
• Technology platform
• Financial application and enabling technologies
• Experienced hospitality delivery team
• Intellectual property

Collaborate with an experienced team
Accenture’s immersion in the hospitality industry for nearly 15 years through what is now Accenture Hospitality Services has made our hospitality practice a world-leading one that is well positioned to help solve pressing strategic business issues.

We look forward to discussing how your organization can transform the back office to drive growth. Please contact us to learn more.

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About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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