

# Cast Study - Digital Transformation

Princeton IT Services helped Ibis to efficiently and conveniently reserve conference rooms on demand basis, offer them with order-related services and pay for them online.

## BUSINESS CHALLENGES

IBIS ,a real estate company provides serviced offices in a variety of locations USA wide. Every location has number of meeting rooms, boardrooms and conferencing facilities for hire.

- IBIS, a real estate company with no presence of IT team
- IBIS was using a manual system to book service, charge customers and keep track of usage and revenue
- Efficiently measure the below KPIs
  - To measure ROI
  - Profit and performance
  - Track revenues
  - Track monthly sales goal of each of their office located at various locations
- To efficiently build an end-to-end online solution that fits within client's budget



## BUSINESS SOLUTION

Princeton IT Services IT engineers understood

- Client's current business and their operations
- Client's current pain points
- Asked the right set of questions to come up with the solution to address their pain points

The solution provided:

- Is a configurable and a scalable solution deployed on AWS cloud
- Requires no Software or Hardware to be installed on the client's premises thereby allowing them to start making bookings the same day they register with this service
- Users can make prior service reservations for conference rooms with our user-friendly online booking software
- Provides ability to convert their existing web visitors into paying customer
- The solution comes with the backend system, which allows the admin to constantly keep updating/upgrading the resources/services offered with each conference rooms
- The backend system allows the admin to track and manage the details of the all the conference rooms
- This solution not only helps with seamless online booking of the conference rooms but also helps the client to generate the revenue with every booking that is made

## RESULTS / BENEFITS

- Tailor fit solution—as per customer needs
- Configurable and scalable solution that can be used across multiple offices in various locations of the client
- The solution can be expanded to all other client offices
- Reduce the administrative overhead allowing the admin to focus on service and growing other areas of the IBIS business
- Valuable insights into how their meeting room business is performing
- Real time Dashboard to track the bookings, the usage, to understand which rooms are more popular with the customers and which rooms generate highest revenue
- Good Return of Investment