

Agilysys

Avi Resort & Casino Entrusts *Agilysys and IBM to Streamline Operations*

Avi Resort & Casino, a 455-room property on the banks of the historic Colorado River in Laughlin, NV, has carved a niche as one of the region's most popular resort destinations. It is owned by the Fort Mojave Indian Tribe and includes a 260-space recreational vehicle park, a 25,000 square-foot casino, six restaurants, a 24-hour bar, and live nightly entertainment.

Avi boasts the largest beach along the banks of the Colorado River, offering guests a marina, boat launch

area, and watercraft rentals. Recently, the resort broke ground on a 200-plus room expansion.

Not only does the property welcome hundreds of tourists each week, the facility is frequently utilized for business meetings, conferences, receptions, and other events. With the volume of guests constantly ebbing and flowing, Avi soon recognized the need for an automated and integrated property management system that would increase efficiency and enhance

Solution at a Glance

Industry:

Hospitality

Challenge:

Growing resort and casino needed a property management system that was flexible and reliable.

Solution:

The Lodging Management System (LMS) property management solution from Agilysys running on IBM System i5™.

Results:

Increased efficiency and streamlined guest services throughout the entire property.



guest services. A Web-based room reservations system was also necessary to allow guests to book rooms seamlessly over the Internet.

A Total Solution Going to the Bottom Line

Avi had been running the epitome® property management system on a UNIX platform but they weren't completely satisfied with its performance. Flexibility and reliability were key product attributes being sought after in both a new platform and property management system to provide guests with seamless service from arrival through departure.

Six directors and managers from various departments comprised a decision making committee, overseen by the property's assistant general manager, to evaluate five property management systems. Once the last two contenders were selected, Avi contacted approximately 20 other properties, equally divided, for references. The committee documented the answers to a carefully prepared list of questions and then performed side-by-side comparisons.

After careful analysis, the Lodging Management System® (LMS) solution from Agilysys was the obvious choice for an integrated property management software system designed to create economies of scale and provide greater control of front office, accounting and housekeeping operations. The product's versatile foundation expands to incorporate software modules from Agilysys and other vendors as the property's needs grow and IT budget becomes available.

Stephen Gregg, information technology manager at Avi Resort & Casino, said a primary reason for the LMS decision was its functionality. "The LMS solution interfaces with more of our existing applications than any other property management system," he explained. "The features most important to us are also better implemented into the LMS solution."

Gregg also feels the LMS solution and the IBM System i5 platform are stable and reliable. "The system doesn't crash," he said. And that translates into increased efficiency and cost savings for the property.

Best of all, Agilysys offered a custom interface that allows front desk staff to populate a guest reservation with information from the casino's player tracking system. If a particular offer is set up in the system, it can be redeemed directly through the solution.

Choosing a 'Rock-Solid' System & Excellent Support

Implementing the new system required a bit of a sea change for both Gregg and the property. "Initially I was a bit intimidated by it because the IBM System i5 was foreign to me," he said. "But Agilysys references told us we were getting a rock-solid system and excellent support."

In July 2003, the resort officially installed the IBM System i5 platform and the LMS property management solution. Simultaneously, the LMS ResNet module, a web-enabled room reservation system, and the LMS CASH module (Credit Authorization and Settlement Handling) were installed.



Installation and training went smoothly, taking approximately one month to complete. Several hotel staff had used LMS at other properties, making the transition to a new system that much easier.

“The IBM System i5 is an intuitive system,” said Gregg. “If you have a problem and you know how to read, you have a good chance of solving it.”

Providing a Streamlined Guest Experience

Now LMS technology ensures an exceptional guest experience, beginning at check-in. The LMS CASH module allows front desk staff to obtain instant online credit card approval combined with express check-in. With the swipe of a credit card, the LMS CASH module obtains an estimated folio credit approval and then locates the guest’s reservation, assigns a room, and prints the registration card.

If a guest’s credit card is denied, the front desk can request another form of payment, thus reducing revenue loss. The

According to Gregg, the system has dramatically improved productivity. Since the property began using the LMS CASH module, food and beverage transaction times have plummeted from 30 to 90 seconds per transaction to only eight to 15 seconds per transaction.

hotel also has the ability to access credit card numbers through the system’s database and inform guests of exactly how much they charged on a specific date.

The system also boosts efficiency by processing all credit card transactions into one application. Prior to the LMS module, Avi ran the hotel and the recreational vehicle park on different property management systems. Separate transaction reports were also utilized, each in a different format, for the hotel, recreational vehicle park and for food and beverage. Now all under the LMS umbrella, tracking transactions are more efficient. “We run a single report each day and can quickly reference each revenue center, which makes it much easier to troubleshoot potential problems.”

Empowering Guests While Increasing Customer Service

The resort already had a web site primarily used as a cost-effective marketing tool to lure future guests to the property’s many amenities. By adding the LMS ResNet module, a web-based real-time reservation system, customers now have the choice to check hotel availability, book reservations using any rate in the system, pay for a room with a credit card – all without picking up the telephone.

Unlike many online reservation systems that require guests to e-mail a request for a room and then requires hotel staff to complete the actual reservation process, the LMS ResNet module needs no staffing. Instead, all booking is complete through the hotel’s own computer and an e-mail confirmation is generated and sent directly to the future guest.

By enabling guests to perform their hotel room reservation online, the process is more efficient and streamlined. Customers are more satisfied because they not only have been offered a choice, but they're more in control of their reservation request and its outcome. In fact, the number of Internet reservations has increased and continues to grow each month.



In addition, the property has enhanced its marketing efforts with the ability to capture customer names and e-mail addresses of those who book online. These guests are regularly targeted for special promotions and incentive programs such as discounted room rates or complimentary meals. The installation of the Agilysys LMS solution has spawned the creation of an official customer loyalty program and garnered more repeat business in the process.

A System that Grows with You

Avi is so pleased with the LMS property management system that it is considering expanding its use. In the future, the resort is looking to install the LMS ARTS module, an activities reservation and ticketing system that enables a property to manage a number of venues such as limousine service, concert seating and restaurant reservations. "If we increase the number of events we host and open more food outlets, then I would like to add the LMS ARTS module," said Gregg.

Until then, Avi is enjoying increased efficiency as well as streamlined guest services throughout the entire property. "The quality of support you receive from Agilysys and IBM are unsurpassed in the industry. I've been dealing with hardware and software vendors for nearly 20 years and I have not found a better pair of vendors that come close to matching the level of support you get from Agilysys on the application side and IBM on the hardware side," Gregg concluded. "We have grown to appreciate the IBM System i5 platform and can't imagine running any other property management system other than the LMS solution."

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