SUCCESS STORY

Radisson Blu delivers unforgettable guest experiences across Africa

Sage helps Radisson Blu streamline its business and maintain financial compliance in 19 African countries



Martie Nel loves the fast-paced nature of her job. Overseeing the finances of multiple hotels across Africa is an always-on role, but she wouldn't have it any other way.

Established in the early 1900s, the Radisson Hotel Group operates 1,400 hotels across seven core brands. The Radisson Blu brand operates 23 hotels in 19 countries across Africa, including South Africa, Kenya, Nigeria, Tunisia, Libya, Mauritius, and Rwanda.

Key outcomes:

- Full integration and compatibility across countries, Charts of Accounts, languages, currencies, and tax compatibilities.
- With a standard, flexible setup, new site installation and integration takes just two weeks.
- Real-time overview of operations and finances ensures new hotels are setup on-time and within budget.
- Easily accessible cloud databases deliver quick turnaround times for consolidations and reporting.
- Accurate, on-deadline reporting and legislative compliance across multiple African countries.

Company
Radisson Blu

Location
Africa

Industry
Retail – Travel & Hospitality

Solutions
Sage 300cloud
Sage 200c VIP
Sage 200 Evolution
Sage 300 People

For more info, visit:
https://www.sage.com/en-za/



"By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay."

Martie Nel, Regional Finance Controller, Radisson Hotel Group, Africa

Effective integration for a deadline-driven business

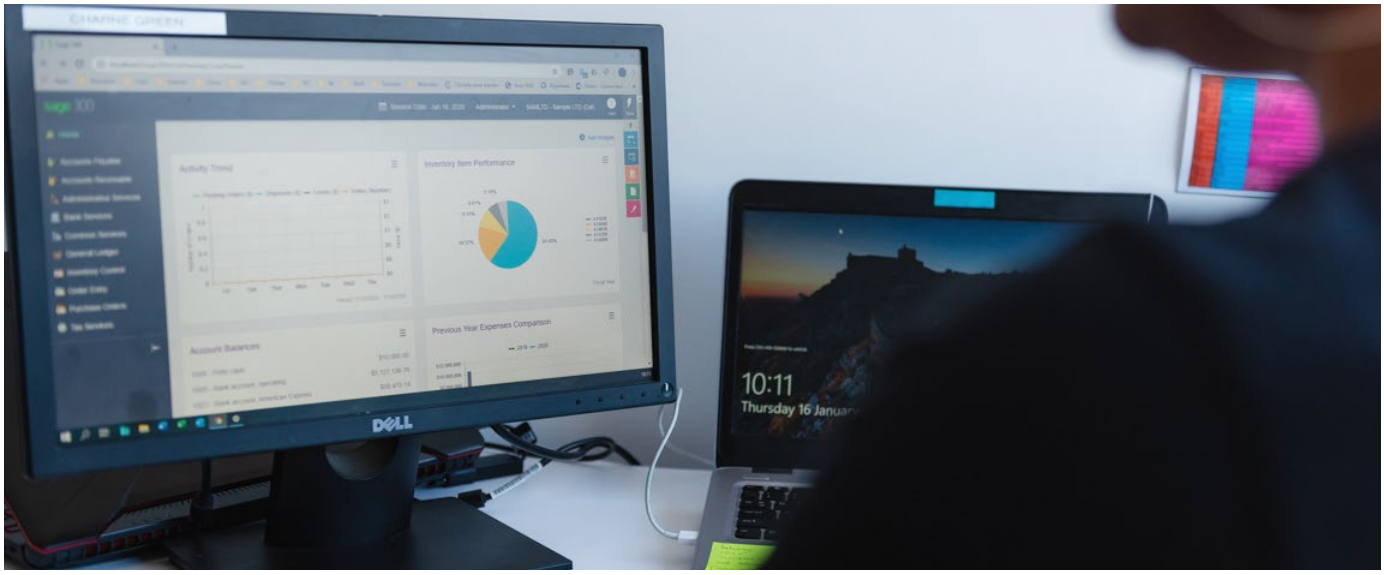
As a Sage customer for a number of years, Radisson Blu needed help achieving a holistic overview of its operations across Africa. For that, it needed the right business partner and the right products.

"We needed a solution that was compatible with our existing systems, was user-friendly, and offered flexibility in addressing our compliance challenges. Sage offered all that and more. We use Sage to get a handle on our finances while supporting and managing our people," says Nel.

Radisson Blu now has a standard, flexible setup for all hotels. Full implementation and new site integration takes just two weeks and, importantly, are completed within budget.

What's more, cloud databases are intuitive to use and easily accessible, delivering quick turnaround times for consolidations and departmental and statistical reporting. This is crucial for a deadline-driven business.

"Sage helps us to meet our goals by assisting in meeting deadlines, getting the results in on time, and ensuring that we comply with legislation and regulations in each country. What's more, we're always opening new hotels within budget. Every financial staff member is trained on Sage and they use it every day."



“In a typical day, I need an up-to-date view on what happened during the day, what happened yesterday, and what our priorities need to be for tomorrow”

Martie Nel, Regional Finance Controller, Radisson Hotel Group, Africa

Navigating business in Africa

Hospitality is a demanding industry that operates 24/7/365. Managing 23 hotels across 19 countries – each with their own Chart of Accounts, languages, currencies, and tax compatibilities – adds to the complexity.

“One of the biggest challenges we have is tax and legislation compliance in the different countries. This is hard when there’s only 24 hours in a day,” says Nel. “In a typical day, I need an up-to-date view on what happened during the day, what happened yesterday, and what our priorities need to be for tomorrow. Everything is deadline-driven and it becomes even more demanding when we’re opening new hotels.”

She says cloud computing and connectivity has enabled the team to work from anywhere in the world, but there’s an added challenge of ensuring that the company’s financial controllers and other financial staff are fully trained, so that they can go anywhere and work from everywhere.

Lloyd van der Merwe, Financial Controller at Radisson Red, says, “Sage makes it easy to export information to send to our different reporting lines, including the owner and the Group.”



Committed to unparalleled customer service

As one of the largest international hotel management companies, Radisson Blu continues to serve corporate businesses, international tour operators, and any accommodation-seeking traveller that wants to "feel the difference" that the Radisson Blu experience offers. Its 'Yes I Can!' service philosophy guides the brand in meeting any challenge and identifying every opportunity to deliver unparalleled service and meaningful, memorable experiences for each guest.

"We have a great opportunity to expand into more countries in Africa, growing the Radisson group of hotels into an even bigger international brand," says Nel. "Our vision is to be the most ethical hotel management company in the world, and we're pushing sustainability and 'green' initiatives as far as possible."

"If I can give advice to anybody that wants to succeed in their business, it would be to partner with the right people. We have a great business partner and the right Sage products to grow our business easily and steadily into the future."

About Sage 300cloud

Sage 300cloud takes the complexity out of managing your business finances across functions, in multiple currencies and locations. Streamline your key financial planning processes and break down silos for companywide transparency and improved collaboration.

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