



IHG Hotels & Resorts

transforms property data
and media management
processes to accelerate
GTM efforts

Lack of a single source of truth for data and digital assets halted the onboarding and approval of new and existing properties, while the infrastructure for process, operations, and compliance lacked visibility. censhare delivered an integration strategy to establish a compound asset, bringing all hotel components into one place for enrichment and approval.

InterContinental Hotels Group, marketed as IHG Hotels & Resorts, is a prominent and influential player in the hospitality industry with a diverse portfolio of brands catering to various market segments, from luxury to mid-scale and extended stay accommodations. With no central location for updating and approving property data and no reliable system for inputting, updating, and managing data and assets, IHG needed a solution that could streamline their property data and media management processes and enhance overall operational efficiency.

censhare's core products delivered a future-proof solution architecture paired with an iterative deployment strategy that increased interoperability and reduced inefficiencies in managing data.

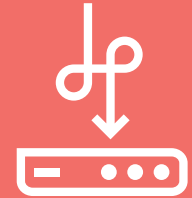
Challenges

IHG experienced four core challenges including:

- Unintuitive applications led to inconsistent gathering of information such as images, videos, and property attributes from thousands of hoteliers and more than 6,000 properties
- No central source for logging, enriching, and approving data and digital assets
- No streamlined methods for approving content, publishing to websites, or distributing to OTAs
- Unreliable process for continual updates to property data to reflect current state of hotels

IHG employees and franchisees struggled with an unintuitive system for inputting, updating, and managing data and assets. Existing applications were being used inconsistently and sub-optimally, leading to inefficient use of resources and avoidable manual work.

Impact: censhare along with partner Avyre worked with core stakeholders to create a compound asset, bringing all components of a hotel into one place for approval, publication, and distribution to OTAs.



Benefits include:

- Leveraged **existing knowledge capital** to quickly assess the current state of IHG's Property Data and Media Supply Chain and identify areas for improvement
- Implemented strategy for **phased deployment**, bringing new brands on board efficiently
- **Accelerated** GTM efforts, boosting IHG's market readiness and speed
- **Enhanced** system integration to ensure smooth data flow
- **Reduced manual work** and redundancy in data distribution processes

Why censhare?

censhare stood out for several reasons. censhare's knowledge in the tourism and hospitality industry and extensive experience completing projects with similar use cases ensured a deep understanding of the nuances and challenges involved. IHG used all components of censhare's core products. For example, aspects of the DAM managed the media of a hotel, the PIM functionality managed product attributes of a hotel, and censhare's CMS functionality created structured text descriptions around the hotel and its amenities. Finally, IHG used censhare's ability to create a compound asset to bring all components of a hotel (media, attributes and content) together in one place for enrichment and approval to be distributed to multiple OTAs.

Through this partnership, IHG has transformed their property data and media management processes and significantly improved their efficiency and effectiveness in onboarding new properties, distributing information to OTAs, and ensuring compliance. This transformation will position IHG to better meet business objectives and continue to grow in the market.