

CUSTOMER SUCCESS STORY

HOSPITALITY · INDEPENDENT SOFTWARE VENDOR

# ResortSuite

## ResortSuite builds extensive hospitality software with small team

Whether it is a hotel with a restaurant, or a company that also has wellness facilities and provides ski passes or golfing facilities, every hotel and resort can rely on ResortSuite's hospitality software. The unique promise to offer fully personalized experiences to guests while streamlining the back-end process is realized by USoft's low-code platform based on business rules.

- **Easy to connect with other software**
- **Clients can configure the software themselves**
- **Rapid innovation and ongoing development**

THE CHALLENGE

# 01 Building a complete software suite with Hotel & Resort Management functionality from scratch with a small company within a year.

Frank Pitsikalis became acquainted with business rules driven automatization in the 1990s, when he was working as a consultant at Ernst & Young. It did not take him long to see that this was the future of software development – especially since this approach eliminates the need to write your own code. “Essentially, business rules driven automatization was low-code before the term even existed,” Pitsikalis states. His family owned a large resort north of Toronto, which, in addition to providing a hotel function and various catering establishments, also offers additional facilities in the areas of skiing, golfing and wellness.

> Without the nuts and bolts provided by USoft, we would never have been able to develop and maintain so much functionality with such a small team.

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**Frank Pitsikalis**
Founder and CEO of ResortSuite

Since Frank understood IT to some extent, the family asked him in 2000: Could you help us select an integrated software package that supports all our activities? “It turned out that such software simply did not exist,” Pitsikalis says. He took a leap of faith, gathered a small group of people who, much like him, were convinced of the power of low-code, and started developing a software suite based on the USoft platform, which was the most complete solution on the market at that time. “And it’s worth noting that there are quite a few major players active in that market,” he adds.

During that year, the team had found several resorts that also wanted to switch to the new platform that was still under development. Pitsikalis: “Our software was ready in September 2001, just when the travel world came to a complete standstill due to 9/11. However, that did not stop the first clients from implementing ResortSuite.”

THE SOLUTION

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The low-code platform of USoft, which provides access to sophisticated technology behind a user-friendly interface, ensuring that the software to be developed can remain simple and clear.

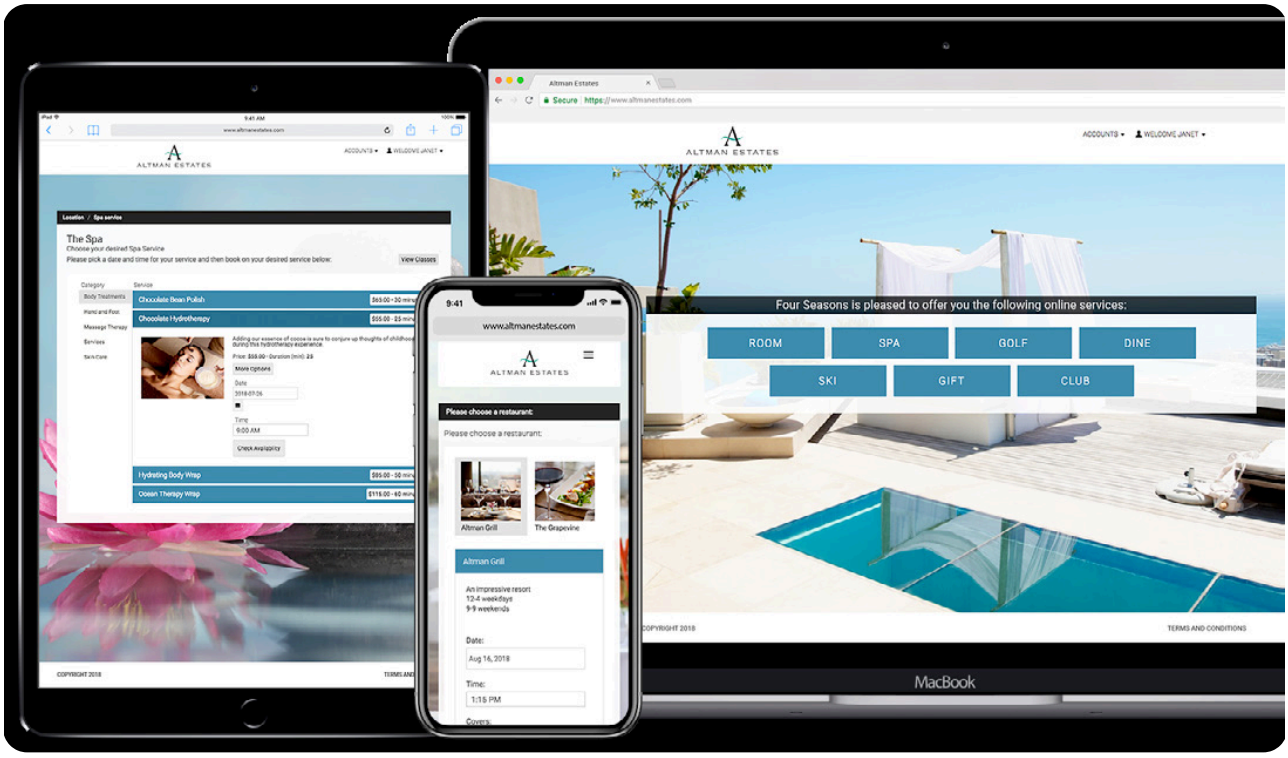
## Eliminate complexity at the front-end

ResortSuite's main USP is not even the wide range of its services, but the fact that the software allows hotels and resorts to build a 360-degree customer view, enabling them to fully personalize the guest experience, while the processes are completely streamlined at the back-end. Pitsikalis: "I know, it sounds very contradictory, but that's the magic that USoft delivers. The software that you build with USoft doesn't automate the how, but the what. What needs to be done and what should that action result in? The only thing we developers have to think about is: what do we want the system to do in that situation? This business rules approach is very different from automating your processes – not focusing on the how. The business rules approach makes it possible for you to define what the result should be and translate that very consistently into the execution of your processes."

At some point, certain actions do have to be carried out in a specific order, of course. ResortSuite takes care of that by communicating with various databases. You can process transactions on any conceivable platform, whether that transaction is processed in SAP or Oracle, or involves a reservation with a third-party app such as Booking.com," Pitsikalis explains.

## Easy to integrate with other software

The open system gives their clients the freedom to combine modules from ResortSuite with software from other suppliers. An advantage, he says. "Many resorts and hotels already have a Property Management System (PMS) that they are satisfied with, but they lack the ability to build a 360-degree customer view. This gives them the opportunity to simply choose the modules from ResortSuite that they need, without the obligation to purchase our PMS as well. Hospitality software that is developed according to traditional methods often places the PMS at the heart of the solution. Without that heart, the other modules won't function either. But because USoft has a business rules approach, that limitation doesn't apply. You can integrate seamlessly with any other platform."




## Clients can configure the software themselves

Another major advantage of having USoft as the underlying structure behind ResortSuite is the fact that clients can very easily configure the software themselves. Pitsikalis: “We give clients a short training session in which we explain how business rules work, and then they can change all the settings themselves if they need to.” This is because business rules are drawn up in ‘plain English’. “There is no code involved. I sometimes laugh at the low-code hype, as if it were a completely new invention, even though business rules management software has been around for thirty years. So you might consider USoft to be a low-code pioneer, since they were already doing this back in the 1990s.”

## Continuing to develop software

“The basic USoft software was developed in the 1990s,” Pitsikalis continues. “Their business rules approach ensures that they are not affected by changes in the rest of the IT environment, so USoft has always been able to build on that foundation, and we have built along with them. As a result, at ResortSuite, we are able to quickly incorporate the latest technology and continue to develop our own software. In 2001, for example, all reservations were still made by telephone, or you had to fill in a paper form and send it by snail mail. By the time online reservations were introduced, the USoft server technology platform had already reached a point where we could seamlessly connect with online reservation systems. Where other software vendors had to rebuild their software from scratch in order to go web-based, we could simply continue to develop on what was already there.”

Moreover, ResortSuite can provide all these new functionalities from one environment, which is located in one cloud. Pitsikalis: “I regularly speak to people who say: Oh, that contact center functionality or wellness functionality does not have to be integrated, we will just source it from the cloud. What they’re forgetting is that it is not quite that easy to integrate data from different clouds. How on earth can you create a 360-degree customer view when you get your customer data from multiple clouds? The cloud solves one problem but adds three more.”

ResortSuite clients do not have to deal with these problems and actually have a head start due to the 360-degree customer view. Which is key in this day and age, Pitsikalis believes. “Millennials simply expect a 100% digital experience, and of course a consistent experience across all channels. Resorts using our software can provide that.”

THE RESULT

# 03 A head start over the competition due to the wide range of the suite and the easy adaptability of the software.

## Small team, wide-ranging functionality

Twenty years later, using only a small team, ResortSuite still manages to have a head start over its competitors. Pitsikalis smiles: “I am an entrepreneur and I make business decisions. I would much rather spend more money on a flexible, future-proof development platform than on a large development team. Our secret is really in technology. Without the underlying structure provided by USoft, we would never have been able to develop and maintain so much functionality with such a small team. I recommend other ISVs to use this approach as well. That will enable them to shift their focus from coding to delivering added value for the customer.”



ABOUT USOFT

The **rules-first platform** for business-critical operations.

# Automate your operations with **full trust and control**. **Adapt** when your business demands it.

Rules govern every process and every decision. USoft helps you capture these business rules before software is created. Our engine ensures your rules are always enforced: no exceptions and fully traceable. Change your rules and your software stays in sync, everywhere. Whether people or AI build your software or act on your data, everything plays by the rules. All running in your ecosystem of choice.

We help organizations put their rules first: captured in natural language and enforced in every transaction, across people, systems and AI. Ready to change at the pace of your business.

We envision a world where organizations know exactly what their systems do and why, so people and AI can build the future with trust and confidence.

**Clear rules you can trust. Results you can audit. Change you can control.**

For more information, please visit **usoft.com** and **community.usoft.com**

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