

## APPLICATION DEVELOPMENT

### INFINITY HOSPITALITY SYSTEMS

#### **Setting the Stage for Future Growth and Product Line Expansion with Custom Desktop Solution**

***“Magenic has the vision and the expertise to help us learn and expand our knowledge of technology. They have helped us architect an application that will stand the test of time. By following proven methodologies and architecture patterns we are building an extensible enterprise level application that will enable us to replace our existing product, reduce support costs and expand into vertical markets that previously had been unattainable.”***

***- Beverly McCabe, Chief Information Officer***

#### **Situation**

INNfinity is a privately-held California corporation. Founded in 1997, INNfinity is one of the leading developers of Windows-based advanced property management and central reservations systems created to serve the hospitality and other related industries. The company's highest priority is developing advanced, fully integrated applications aimed at increasing efficiency, reducing operating costs and promoting the level of service provided to customers.

Faced with rapid market growth in the hospitality industry, INNfinity's customers were placing larger demands on the features and functionality of their aging VB 6 client server product. The legacy application had become difficult to maintain and was not easily expanded to provide product versioning and features their clients were asking for. These issues were increasing their customer support costs tremendously. It became clear they needed to upgrade the application in order to meet their clients growing needs and expand their market segment and product lines.

#### **Solution**

By combining the highly skilled technical knowledge of the Magenic developers and the expansive industry knowledge of the INNfinity developers, a winning end-user application was produced. By leveraging the advanced Microsoft tools and technology, INNfinity along with their partners at Magenic, completely rewrote the INNfinity Hospitality Management system in 1 year. The previous version took 3 years to complete and was constantly a work in progress. The value offered by Magenic was particularly important in the areas of technology transfer pertaining to data and object model design, component based GUI architecture, and version and release control.

The combination of technologies allowed INNfinity to extend its already immensely popular One-screen design and take it to a higher level. Along with the new interactive reporting that allows the user to drill-down to a minute level of detail for any report, as well as hot-link directly to the guest record being viewed on the report, really put the hotel INNcontrol again. With the high turnover of staff in the hospitality industry it was imperative to expand the ease of use and intuitiveness of the existing design. That goal was achieved and surpassed with rave reviews from existing users who are currently standing in-line for their upgrade.

#### **Benefits**

Due to the new one-touch deployment features included in the application, INNfinity has realized a 60% decrease in support costs and 40% decrease in deployment costs. INNfinity has also been able to reduce upgrade costs by 90% due to the application being able to execute updates automatically. Manual upgrades that used to take six to seven hours per customer can now be done with little human intervention. New features, functionality and bug fixes are uploaded to INNfinity's ftp site, automatically sent to their customer base and the application upgrades itself.

Most importantly, the new application allows INNfinity to meet the needs of their customers who are currently waiting to buy expanded functionality. This new functionality will expand INNfinity's market reach and product lines, allowing them access to larger clients. INNfinity has now set the stage for unlimited growth and scalability. “We could see a 300% growth in sales based on decreased total cost of ownership as well as increased sales resulting from expanded features and functionality.” said Bev McCabe, Chief Information Officer of INNfinity, “With the new architecture, we have positioned ourselves to have a product that is easily expandable based on client needs.”

#### **Customer Profile**

With an average of 10 years of hotel experience per employee, it's no wonder that INNfinity Hospitality Systems develops software that simply just makes sense. Couple that with having the founding owners as well as the original developers of the software, INNfinity has proven itself to have the consistency and dedication it takes to thrive in such a competitive industry.

#### **Products & Technologies**

Microsoft Visual Studio 8.0  
 Microsoft Visual Source Safe  
 Microsoft .NET 2.0 Framework  
 Microsoft SQL Server  
 Microsoft Reporting Services  
 Microsoft XP  
 CSLA .NET 2.0 Framework  
 Microsoft Windows Mobile Operating System