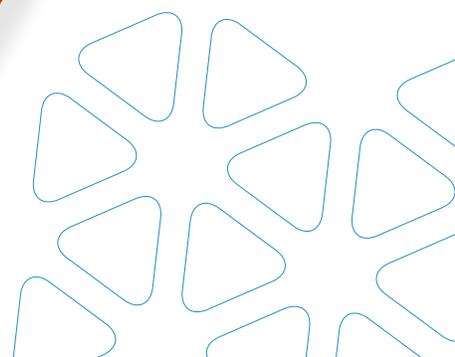


Room for Transformation

A STORY OF OWNING CHANGE



Best Western innovates to shape better customer connections.

With more than 4,500 hotels across 16 brands in over 100 countries, Best Western Hotels & Resorts is a driving force in hospitality. But rather than rest on their established reputation, they're constantly seeking to improve their business, and their guests' experiences. From online bookings to on-premise stays, they aim to delight.

THE PROPOSITION:

Experience, reinvented

Best Western wanted to provide more innovative and engaging experiences across their digital platforms to their guests. Everything from their online reservation platform to their member rewards program portal was up for review. To evolve their customer-facing applications, they first needed to look inward. By refining their approach to application development and management, they would be able to quickly respond to changing customer and market conditions by more quickly delivering relevant application enhancements. Increased capability velocity would also increase customer satisfaction. Value, accelerated.

OUR PROPOSAL:

Apps without limits

In supporting and maintaining Best Western's 34 core business applications, we maximized value and speed by leveraging a global delivery model. Our support included new feature development, testing and

production support for many of their most critical applications. In addition, we supported Best Western's portfolio and strategic planning efforts and Agile/SDLC processes.

Through our service evolution—and by leveraging a global footprint—we enabled Best Western to deliver more value, faster. We increased the amount of time spent developing and enhancing applications versus maintaining and fixing them by more than 20 percent. Plus, we helped them reduce their overall application incident backlog. Peak efficiency and performance means business running at optimum speed.



“As a trusted partner, TEKsystems Global Services is a crucial part of my Technology Management team, and perfectly fits into our organization’s culture. They deliver continuous process improvement, centered on an outcome-based set of IT service capabilities. They contribute to an increase in our productivity, speed-to-market for deploying technology projects and overall customer satisfaction to our member hotels. TEKsystems has a passion around their clients’ success, and we value our long-term partnership.”

Harold Dibler

Vice President of Technology Management

POWERFUL PARTNERSHIP:

Full-stack solutions

We’re in the business of enabling change and building tomorrow. Through the evolution of our strong relationship with Best Western, we’ve partnered to go beyond application enhancement and deliver several critical business and technology innovation initiatives to drive transformation.

Real-World Results

Our partnership continues to enhance and support Best Western’s customer experiences and digital capabilities, while reducing total cost of ownership. By helping to decrease spend on application management and improve speed to market, Best Western continues to deliver exciting new capabilities to customers and member hotels. Through our partnership, they’ve seen an improvement in their technology ROI.

Improved operational efficiency. With enhanced service quality and business capabilities, Best Western delivers customer delight. Satisfaction guaranteed.

About TEKsystems

We’re partners in transformation. We help clients activate ideas and solutions to take advantage of a new world of opportunity. We are a team of 80,000 strong, working with over 6,000 clients, including 80% of the Fortune 500, across North America, Europe and Asia. As an industry leader in Full-Stack Technology Services, Talent Services and real-world application, we work with progressive leaders to drive change. That’s the power of true partnership. TEKsystems is an Allegis Group company.

Experience the power of real partnership. [TEKsystems.com](https://www.teksystems.com)