



## **PRESS RELEASE**

### **Hospitality Sales Solutions ties up with global technology provider to offer new Business Strategy and Technology (BEST) approach.**

**London, October 2007** – Hospitality Sales Solutions (HSSO) has gone into partnership with Blue Star Infotech, a global provider of IT consultancy and development services, to offer a unique BEST (Business Strategy and Technology) approach to address the strategic sales, marketing and distribution needs of the rapidly expanding hotel industry. As increasing numbers of hotel companies take a holistic approach to the identification, adoption and implementation of technology, the BEST approach can provide hotel companies with a unified platform for their requirements.

The partnership brings together HSSO's specialist business knowledge in key business areas with BSI's excellent technology solutions and IT support services. Business analysis in sales, marketing and distribution management will allow hotel companies to review their key processes in the respective areas, analyse their impact, benchmark them against similar companies in Europe and re-design them to achieve their goals.

The technical solutions offered will address key requirements identified during the business analysis and enable hoteliers to choose and implement industry leading technology and benefit from support services to cover all eventualities.

This will allow them to gain a competitive edge in an ever-changing environment. The other key benefits include the standardisation of operations and a measurable increase in the amount of business converted. A change management process will also be in place to allow a seamless transition to enable companies to take on increased business more effectively.

By combining business goals and technology needs within the BEST approach, HSSO and BSI presents a unique proposition for dynamic hotel companies to stay ahead in the highly competitive and fast evolving hospitality industry scene.

Visit [www.hospitalitysalessolutions.co.uk](http://www.hospitalitysalessolutions.co.uk) and [www.bsil.com](http://www.bsil.com) for more details on their services.

## **Notes for Editors**

Hospitality Sales Solutions (HSSO) offers customised solutions to expanding hotel companies to enhance their sales reach and potential for revenue generation. As a specialist business based in the dynamic business hub of London, HSSO works actively with expanding hotel companies to access new European markets. HSSO also work to optimise internal sales processes and to introduce effective sales technology.

Blue Star Infotech (BSI), is a global provider of Travel Technology solutions. Part of the US\$400M Blue Star Group, Blue Star Infotech provides profit-enhancing solutions to enterprises and product companies in the travel and hospitality industry. With operations in North America, Europe, UK, Japan and India, Blue Star Infotech delivers high-performance technology-based services by adopting a partnering approach with its clients.

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