

Strawberry – Omniboost Partnership: Operations Transformation

1. Executive Summary

Omniboost partnered with Strawberry, a leading hospitality group with over 230 hotels in the Nordic region, to address challenges around data unification and streamline operations.

The collaboration aimed to:

- Integrate Property Management Systems (PMS) with accounting software and other systems
- Automate data processes to reduce manual workload and errors
- Enhance financial management, operational efficiency, and decision-making capabilities

Omniboost's proactive approach, supported by Mews, enabled a seamless rollout, significantly improving Strawberry's data management and operational performance.

The Challenge and Key Objectives

Strawberry faced challenges related to fragmented systems, leading to inefficiencies, manual data entry, and financial reporting errors. Their franchisees, especially those not on the Shared Service Center (SSC), experienced service gaps due to a lack of unified data flows.

Objectives of the partnership included:

- Achieving seamless integration across all properties
- Enhancing efficiency by reducing manual intervention
- Supporting financial management through automation

The Solution

Omniboost implemented its Data Unification Platform to address Strawberry's core challenges. The platform integrates the key systems (e.g., PMS, accounting, and HR) into a cohesive data ecosystem, providing improved synchronization and automation.

Key features include:

- Operational Efficiency: automated workflows reduced manual errors and saved time
- Financial Accuracy: enhanced data quality improved compliance and reporting



- Franchisee Support: consistent integration across all locations, including franchisees, ensured a cohesive operational environment

Strawberry obtained measurable ROI, with reduced costs, increased revenue opportunities, and long-term scalability. Omniboost's proactive support and agile problem-solving were pivotal in the partnership's success.

Implementation Process

The partnership followed a phased consultative SaaS approach to ensure successful integration with minimal disruption.

Key steps included:

- Assessment and Planning: understanding Strawberry's system inefficiencies and defining tailored solutions
- Design and Development: creating a data unification platform with automated workflows and robust APIs
- Testing and Implementation: conducting pilots and ensuring scalability for large-scale deployment

The solution included compliance tools, ETL processes, and secure data transfer mechanisms, ensuring reliability and adherence to industry standards.

Outcomes and Impact

This case study underscores the transformative potential of data unification in hospitality. It sets a benchmark for operational excellence, encouraging the industry to adopt similar strategies for seamless integration, automation, and growth.

The partnership between Omniboost and Strawberry showcases the value of advanced data integration, streamlining operations, and enabling sustainable growth in the hospitality sector. Omniboost's commitment to excellence has empowered Strawberry to focus on delivering exceptional guest experiences while benefiting from operational efficiency.

Recommendations

For hospitality businesses seeking similar transformation, the following recommendations can serve as a guide:

- Prioritize data standardization and automation
- Partner with technology providers with proven expertise in integration



- Invest in training and support for staff
- Continuously monitor and optimize integrated systems

Omniboost's Consultative SaaS Solution Approach

Key elements of the consultative SaaS approach include:

- **Comprehensive Needs Assessment:** understanding the client's operations, pain points, and goals
- **Customization:** adapting solutions to align with the client's workflows and future needs
- **Ongoing Collaboration:** engaging with stakeholders to refine and optimize solutions continuously
- **Agile Implementation:** employing flexible processes to minimize disruption during deployment
- **Proactive Support:** ensuring long-term success with dedicated training and regular updates

For Strawberry, this approach allowed Omniboost to design a data unification platform tailored to the complexities of managing over 230 properties. By embedding a consultative mindset into every phase of the partnership, Omniboost ensured that the solution not only addressed immediate needs but also positioned Strawberry for sustainable growth.

