



SAP Customer Success Story

Starwood Hotel and Resorts Worldwide



“ea successfully implemented SAP in over 100 locations in under 100 days.”

*Michael Morgan, Corporate Director MIS Operations,
Starwood Hotels & Resorts Worldwide Inc.*



www.starwoodhotels.com

The Organization

Starwood Hotel and Resorts Worldwide, Inc. was incorporated in 1980. Starwood is one of the world's largest hotel and leisure companies. Starwood's hotel business emphasizes the global operation of hotels and resorts primarily in the luxury and upscale segment of the lodging industry. Starwood's portfolio included owned, leased, managed and franchised hotels totaling 871 hotels in approximately 100 countries. Generally these resorts are marketed under the various brand names such as Westin Hotels & Resorts, Le Méridien, Sheraton Hotels & Resort, to name a few. In 2006, Starwood had 25 vacation ownership resorts and residential properties in the United States, Mexico, Aruba and the Bahamas.



Hospitality Industry

SAP Methodology

Business Situation

Starwood's aggressive growth strategy was impaired by a fragmented, non-scalable, heavily manual legacy system. Through acquisitions, many of the hotel groups were using different, non-integrated accounting systems with extensive use of Excel spreadsheets. This cumbersome process resulted in 30-day month-end closings and poor executive reporting.

ea Solution

ea implemented a full range of SAP[™]M/R/3[™]business applications at Phoenix-based Starwood corporate offices and at more than 109 hotels in less than 100 calendar days. This rapid R/3 deployment was based on the AcceleratedSAP[™] implementation methodology.

The scope of the Starwood project included General Ledger, Accounts Payable, Accounts Receivable, Cost Center Accounting, Profit Center Accounting, Special Purpose Ledger, Legal Consolidation, Asset Management, and Project Systems. These modules provided the company with a broad spectrum of functionality and vital systems integration to run the company's business efficiently and with maximum productivity.

With ea's implementation team expertise, and experience with the AcceleratedSAP methodology, ea was able to meet the aggressive deployment goals set out by this first-class lodging company.

Customer Benefits

At the end of the implementation, Starwood Lodging was able to consolidate and close worldwide, corporate, month-end financials quickly and to the penny. The system was designed so new hotel groups could be acquired, renovated, and quickly incorporated into the centralized accounting system. As a result, Starwood was able to sustain their aggressive growth strategy and has become one of the largest and fastest growing hotel companies in the world.