



Answers not Software, Knowledge not Data

SWAN – Service World Network

Created by Hoteliers for Hoteliers

SWAN is a new breed of hospitality company where traditional hotel services are converge with the efficiencies of technology. It is built on the management's expertise and reputation as hoteliers first and technology second.

SWAN's executive management team brings together a rare combination of technology expertise and hotel operations experience, with a simple goal: to relieve independent hoteliers and chains from the overwhelming challenges of integrating technology into their operations – allowing hoteliers to concentrate on serving their guests better.

SWAN offers the integrated solutions and knowledge needed to run properties smarter, more competitively and more cost effectively, by combining internationally recognised management services from Richfield Hospitality Services, Sceptre Reservations, Shield Insurance, Source Procurement and Solve ASP Technology.

Richfield Hospitality Services

For more than 30 years, since 1968, Richfield had provided practical and profitable hospitality-related services to properties throughout America. Today, Richfield Hospitality Services enters the new millennium revitalised, re-awakened, and ready to serve owners and operators with a comprehensive network of on- and off-line management services.

Review of Operations

12:13



SWAN Inc.



It has successfully managed over 250 hotels, encompassing the entire range of product type, quality, size, and scope of operations.

As part of the SWAN family and through SWAN's integrated hotel solutions, Richfield can provide its growing portfolio of hotels with a palette of e-business solutions, from reservation distribution and online insurance, to risk management and on- and off-line procurement.

“As the hospitality industry moves further into technology-driven operations Richfield is dedicated to remaining at the forefront – and a trusted leader among management companies.”



Commitment Statement:

To our Guests

- To deliver value, quality service and a clean, well-maintained environment.

To our Clients

- To solidify working relationships, the trust from our clients by providing frequent, reliable and candid communication.
- To generate operating results superior to industry norms by implementing strategies to enhance the value of our clients' physical and financial assets.

To our Employees

- To respect and value each employee as colleague, and for whom we will provide a challenging work environment, offering realistic opportunities for recognition and professional fulfilment.



Management Services Offered by Richfield:

- Operations
- Sales & Marketing
- Revenue Enhancement
- Asset Preservation
- Franchise Expertise
- Standards
- Forecasting and Yield Management
- Human Resources
- Accounting
- Purchasing
- Legal Services
- Design Services
- Technical Services
- Consulting

As the hospitality industry moves further into technology-driven operations, Richfield is dedicated to remaining at the forefront – and a trusted leader among management companies.

Sceptre Hospitality Resources

Since 1987, Sceptre Hospitality Resources has been providing a variety of reservation services to small hotel chains, hotel management companies and independent properties. The products and pricing are designed to allow an organisation to compete, in technology and marketing reach, with the large, deep-pocketed chains.

While Sceptre continues to expand and refine its services to fit the changing needs of its customers, the business philosophy remains constant: to deliver high quality services that enable clients to increase their revenues quickly and cost-effectively.

Sceptre offers reservation management and distribution services to 102 hotels, representing more than 40,000 rooms. It processes over 500,000 net transactions each year in voice and electronic services arenas.

Sceptre has been helping small chains, independent hotels and resorts increase their sales and profits through Global Distribution System (GDS) representation, private-label voice reservations and consulting services. This gives independent hotels the electronic-distribution power typical of branded or franchised hotels – with state-of-the-art reservation technology and a strong commitment to customer service and support.

Being a part of SWAN, Sceptre can offer client unparalleled technical expertise and experience in all facets of hotel operations. Through partnership with Unirez of Dallas, Sceptre has become the top choice for hotels or groups of hotels in providing GDS and Internet connectivity.

Services Offered by Sceptre:

- Global Distribution Systems Management
- Internet Distribution
- Static Database Management
- Channel Management
- Business to Consumer & Business to Business Consulting
- Electronic Marketing Consulting & Analysis

SWAN positions Sceptre as a dominating force in the reservation-services business.

Shield

Shield is an online risk manager and insurance provider on duty 24 hours a day, 7 days a week and 365 days a year - just like the hotel business, giving hotel professionals the ability to manage risk on their schedule and provide staff training at no cost.

Today, Shield handles the insurance needs of hotels worldwide, representing 130 hotels, helping independent and franchised operations save time and money with each insurance purchase.



Services Offered by Shield:

- Insurance Coverage Offered: Property, General Liability, Workers Compensation, EPLT, Auto, Crime
- Online Risk Management Services
- Online Risk Audits
- Online Employee Safety & Training
- Online Back-to-Work Programs
- Online Claims Management & Processing
- Online Loss Prevention Training & Assessment

With Shield, hoteliers will benefit the buying power of many and protect the independence of one.

Source

Source delivers traditional and on-line purchasing services to hotels across America, regardless of management company, with focus on providing owners return on investment, asset protection and enhancement and business planning.

Source offers hoteliers the cost-benefits of national account purchasing, where individual purchases are consolidated to create a powerful independent brand.

Services Offered by Source:

- Online Private Marketplace
- Procurement
- Design Services
- F F & E
- Contract Negotiation
- Group Discounts & Volume Leveraging

Through SWAN, Source is now expanding its consolidating power and passing the cost-savings on to an increasing roster of individual client-hotels.

Solve

SWAN is in the process of combining the many hospitality software products available today into Solve. Solve is an affordable Application Service Provider (ASP) network, that can be purchased as an integrated Internet-delivered monthly service, enabling hoteliers to purchase only what they need and pay for what they use.

ASP Solutions Include:

- Property Management
- Point of Sale
- Preventive Maintenance
- Human Resources Systems
- Online Training
- Intranet "Community"
- Data Warehouse
- Data Mining
- Sales & Catering
- Campaign Management
- Yield Management
- Forecasting Models

Most importantly, Solve will resolve many issues of independent hoteliers and small chains seeking to upgrade their technology capabilities. It helps eliminate the need for the huge capital expenditures typically associated with implementing new technology.

