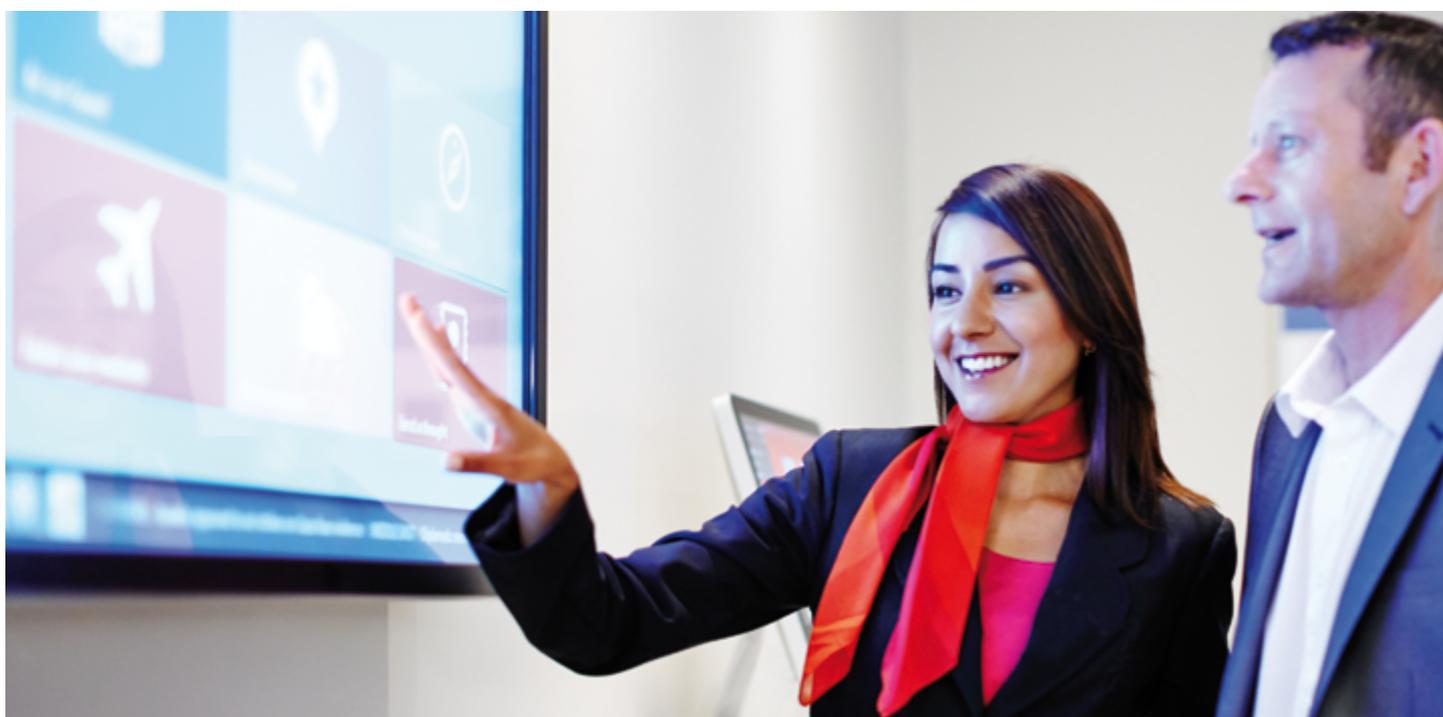


Taking care of a critical application in a 5 star services centre

AccorHotels trusts Atos to deliver its booking system.

To successfully accomplish its digital transformation, AccorHotels wanted to industrialize the support and development of the strategic and critical system at the very heart of its business: TARS. To achieve this, the world's leading hotel group has built up a close partnership with Atos, brought to life through the rapid establishment of a tailor-made agile services centre.



The background

Digital transformation for an industry giant

Faced with the changes in tourism and hospitality, AccorHotels - the world's leading hotel operator - embarked on its digital transformation towards the end of 2014 with the launch of its 'Leading Digital Hospitality' programme representing a €225 million investment over five years. Its success will depend, in particular, on how well its information systems will enable the implementation of new services for the Group's customers, partners and employees. In order to boost its efficiency and agility, to meet these needs, AccorHotels decided to hand over the majority of the maintenance, support and development tasks associated with its TARS booking system, one of the core pillars of its business, to a trusted partner.

“The quality of our partnership with Atos, based on common understanding, has allowed us to achieve considerable results from the start of the engagement.”

Julien Ramakichenin,
Director of TARS Transformation, AccorHotels

The challenge

A single partner for a critical application

TARS (The AccorHotels Reservation System) - which interfaces with Web and mobile applications, the internal reservation centre, hotels, travel agencies and online comparison sites - encompasses around a hundred critical applications operating 24x7. As part of AccorHotels' 'Leading Digital Hospitality' programme, evolving the system should enable a higher proportion of bookings to be made online, as well as developing mobile functionality and supporting the launch of the Group's marketplace. So when it came to taking on a tool that is in such high demand (handling an average of 40 million queries and 120,000 bookings a day) and is so critical and strategic, AccorHotels was looking for much more than just a service provider. The Group needed a

true partner with whom it could establish a close and trusted relationship, going far beyond ordinary client-supplier interaction.

The results

A rapid and well-managed increase in capability

The excellent climate of co-operation immediately established between the two partners has allowed a rapid and well-managed increase in capability at the service center, which was very quickly able to contribute to several major projects. Alongside the introduction of this facility, Atos has supported the transformation of the AccorHotels IT Department, which has also needed to bring its own organization in line with the requirements of the digital roadmap. This shared transition phase, with the teams providing mutual support for one another, cemented a relationship which is now set to go even deeper. Most notably, Atos will get involved with the construction of the roadmap itself, and contribute to future technical and technological choices, offering the full weight of its expertise to support AccorHotels' digital transformation.

The solution

An agile and industrialised development centre

Following a bidding process that reflected these extraordinary requirements - including a due diligence period during which both shortlisted firms were able to get to know TARS and the teams responsible for it - AccorHotels chose Atos to deliver architecture, technical design, development, testing and level 3 support services for TARS over a five year period.

Based on shared values of responsiveness, flexibility and commitment, the Atos solution is founded in particular on a smooth transition strategy, with strong commitments in terms of production volumes and quality, and the creation of a customized agile development centre. With around fifty employees, and the potential to accommodate a hundred people, the centre is split between AccorHotels' head office in Paris and an industrialized development facility in Bordeaux.

The initial months were mainly devoted to developing the tools, methods and organization structures that will enable Atos and AccorHotels to build the future technical and functional evolutions of TARS with maximum efficiency. As well as the usual collaborative working tools (instant messaging, screen sharing...), the set-up also features continuous integration tools and the implementation of agile methodologies, with a focus on an end-to-end DevOps-oriented software chain.

About AccorHotels

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone feel Welcome.

Over 190,000 women and men in 3,900 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotellInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) and economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program: Le Club AccorHotels;
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program;
- Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY).

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