OUR BRANDS
MEET ALL YOUR DESIRES

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AccorHotels’ Panorama
A Worldwide Hotel Operator

583,161 ROOMS
4,144 HOTELS
95 COUNTRIES

1 hotel opened every 36 hours

25%*
France
1,633 hotels
147,289 rooms

29%*
Europe
1,195 hotels
166,650 rooms

26%*
Asia-Pacific
763 hotels
154,541 rooms

13%*
North America, Latin America and Caribbean
372 hotels
74,622 rooms

7%*
Africa, Middle East
181 hotels
40,059 rooms

* As a percentage of total number of rooms in hotel portfolio
THE CUSTOMER EXPERIENCE

-1- DREAM
“Be inspired when selecting a destination”
2,200 DESTINATIONS ON ACCORHOTELS.COM

-2- SELECT
“Find the best offer”
1 MULTI-BRAND WEB PORTAL AND 13 BRAND WEBSITES

-3- BOOK
“Book anywhere from any device”
+4 DOWNLOADS OF THE ACCORHOTELS SINGLE APP EVERY MINUTE = 4,1 M DOWNLOADS

-4- PREPARE
“The best way to prepare my stay”
80 CITY GUIDES ONLINE ON ACCORHOTELS.COM

-5- STAY
“At the hotel I feel respected and special”
1,8 M CHECK-IN ONLINE
3,2 M FAST CHECK-OUT

-6- SHARE
“Share my experience with my friends”
10,5 M FANS ON SOCIAL NETWORKS

-7- COME BACK
“Be rewarded and recognized”
+21 000 NEW MEMBERS EVERY DAY

Key figures at June 2016 (off Raffles, Fairmont, Swissôtel)
A CORE BUSINESS THAT IS CONTINUOUSLY GROWING (HOTELS OPENING, CUSTOMERS, BOOKINGS...), AND AN ECOSYSTEM THAT IS EVOLVING AT A STRONG PACE

A Digital Transformation that is Tremendously Impacting AccorHotels’ Ecosystem

2014-2015
• Marketplace
• Digital Plan

2016
• Acquisition of John Paul
• Creation of Jo&Joe
• Participation into 25 Hours
• Private Rental
• Acquisition of FRHI

2017
• Acquisition of VeryChic
• Acquisition of AvailPro
• Partnership with Rixos Hotels
8 Programs to serve our 3 targets - clients, employees and partners
Reinforce our 2 pillars - system and data
Enterprise Architecture is Involved in Aligning Business & IT

- Manage Software Infrastructure for Exchanges
- Assist Project in Building Durable Architecture
- Define Standards, Principles & Patterns
- Control Consistency of the Information System & Build Blueprints
TIBCO Integration Platform Used as the Backbone of the Transformation Roadmap

1. CURRENT STATE
   
   **DECOUPLING SYSTEMS**
   
   - Technical decoupling (TIBCO) by reducing point-to-point integration

2. URBANIZING THE SYSTEM
   
   **REMOVE OVERLAPPING & SIMPLIFY SILO INTEGRATION**
   
   - Technical decoupling (TIBCO) extended to other silos
   - Reduced functional overlap
   - Easier technical partner integration via APIs
   - Silos complexity still high, but low level integration handled by TIBCO

3. NEW DIGITAL HUB
   
   **CREATE A NEW CACHING LAYER, AND PROVIDE DIGITAL PLATFORM**
   
   - Continued technical decoupling (TIBCO)
   - Reduced functional overlap
   - Rich partner integration
   - Integration of our cloud-based big data platform into TIBCO

**Roadmap**

1. 18 Months for priority scope
2. 12 Months for priority scope

**Timeline**

- 18 Months for priority scope
- 12 Months for priority scope
- 18 Months for priority scope
Digital Hub Use Case: De-Siloing the Information System

4 TIBCO BusinessWorks / Enterprise Message Service instances
5 Millions Messages / day
40 Business services exposed; Spotfire manages SLAs, platform health

Context
To serve the Customer Experience customer information should be displayed to the Hotelier

Challenge: Data is scattered across systems (Booking, Customer Base, Loyalty...).

Solution delivered
New business services deployed onto our integration platform to expose Customer Information in a standard way (shared semantics)

Responsible for managing silo integration & customer data normalization

Results
Customer Information now consistently displayed to customer and Hotelier. New integration of this takes <2 days (before it could take >1 month)
Digital Hub Use Case: Build a Modular Information System

**Context**
Legal constraints require customers to be emailed when their contact information is modified.

Challenge: To evolve this capability without impacting front-end.

**Solution delivered**
The update service has been modified to accommodate legal. Email notification done asynchronously to keep UI responsive.

TIBCO integration platform enables evolution of information system with little impact.

**Results**
Faster time to market, thanks to sharing cross-cutting concerns, and by isolating evolution into one single module.

TIBCO BusinessWorks / Enterprise Message Service instances: 4

Millions Messages / day: 5

Business services exposed; Spotfire manages SLAs, platform health: 40
Cloud Data Integration Use Case: Get Cloud Integration Capabilities

Business Applications
- ACDC
- SMART
- NERO
- DMP

AccorHotels Big Data Platform
- Information Delivery
- Discovery & Analytics
- Data Layer
- Storage
- Data Collection

TIBCO Spotfire

TIBCO Integration Platform

ACCORHOTELS IT System or @Internet

Network Latency
CLOUD Managed Services
Data Privacy

Results

TIBCO integration platform is an enabler for our IS transformation (move to cloud-based infrastructure)
NEXT STEPS

1. **Enrich Service Catalog**
   - "Gain Agility in building digital experience"
   - Focus on the BOOKING business domain

2. **Reduce partners integration delay**
   - "Get the best time-to-market"
   - On-going Focus on FRHI

3. **Connect to Big Data**
   - "Provide personalized experience"
   - Provide Message and service based integration