



To visit is a privilege but to stay is a pleasure

Case Study



House of Dracula

“As we expanded into a full-service hotel, we required a completely integrated state of the art solution that would be stable and flexible and allow for central monitoring and control of the hotel’s various departments. SoftBrands Medallion property management system matched our expectations.”

- Cristian Ciobanu, Marketing Manager House of Dracula

AT A GLANCE

Challenges at the House of Dracula

- The expansion into a full-service hotel called for a robust and flexible property management system at the House of Dracula

Solution at hand

- SoftBrands Medallion scored high with the management because of its extensive reporting features, ease of use and the superior support service

Business benefits

- Medallion has increased operational efficiency by integrating various departments and providing a central monitoring feature to the management
- Medallion’s extensive reporting capabilities provide timely and accurate data, enabling better business decisions at the House of Dracula

House of Dracula

www.house-of-dracula.com

Romanian theme hotel, House of Dracula expand their operations with SoftBrands Medallion property management system

Located in Poiana Brasov, Romania, House of Dracula is modeled on the lines of the original Bran Castle popularly known as Dracula’s Castle. With its impressive location, House of Dracula is ideally situated for both business and leisure travelers.

House of Dracula started off as a restaurant and later grew to accommodate conference rooms and finally expanded into a full-service hotel. With expansion came the need for a solution that would integrate their varied business operations.

While medieval in look and appeal, House of Dracula offers all the amenities expected in a full-service hotel such as conference rooms, wine cellar, day club and a spa center. Hence they required a system that would integrate their business operations on to one platform and allow for central monitoring. According to Cristian Ciobanu, marketing manager for House of Dracula, “As we expanded into a full-service hotel, we required a completely integrated state of the art solution that would be stable and flexible and allow for central monitoring and control of the hotel’s various departments. SoftBrands Medallion property management system matched our expectations.”

Meeting the management’s expectation

At House of Dracula what appealed most was Medallion’s reporting features and the ability to customize reports according to the management’s needs. Another deciding factor was the reputation SoftBrands had in the market as providers of superior around the clock technical support.

SoftBrands’ long-standing partner in Romania, T&CNET facilitated the sale of Medallion to the House of Dracula. “Medallion is the first property management system at the House of Dracula and we found it to be a functionally rich and flexible solution. Several other hotel properties in Romania have recommended SoftBrands and T&CNET for their excellent solution and superior technical support,” added Cristian.

“SoftBrands’ goal is to make world class hotel management technology accessible to a wider range of hotel properties. House of Dracula represents the rapidly-developing Romanian tourism market where an increasing number of hotel properties are choosing Medallion,” commented Steve VanTassel, SoftBrands’ senior vice president, hospitality.



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Product highlights

- Easy to install, learn and use
- Central reservation solution
- Multiple reporting options unlock the power of data
- Multilingual system by guest or by employee
- Extensive guest profiling capabilities
- Comprehensive, integrated front office/back-office functions

Take the first step towards achieving your business objectives. Visit <http://medallion.softbrands.com> for a free Medallion demo CD.

Industry-leading support and services

SoftBrands is increasingly acknowledge as the premiere provider of true 24x7x365 support. SoftBrands continues to excel by:

- Investing more in support services than anyone else in the industry
- Providing experienced staff, many with backgrounds in the hotel industry
- Giving all customers access to self-service online support center
- Ensuring successful installations with proven methodology, customer training, go-live support and post-installation reviews

Other solutions from SoftBrands include

- @mail integrated email publisher
- Web Booking Engine
- Cerenity SPA leisure management solution
- Cerenity POS point of sale solution
- PORTfolio property management solution

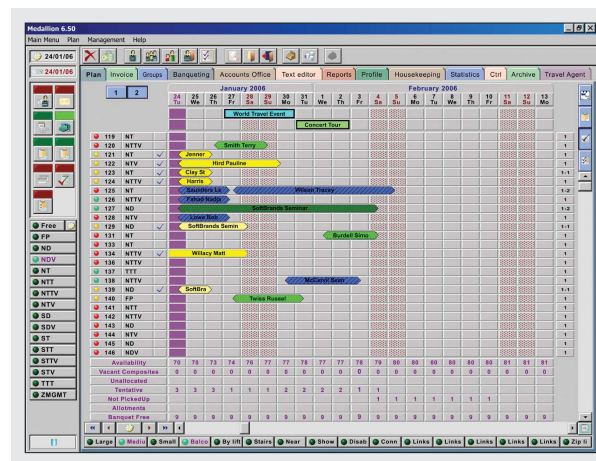
The hospitality industry in Romania is an increasingly popular tourist destination. Meeting international standards, leading hotels in Romania embrace the latest in technology and software to ensure that their guests are given the utmost care. "SoftBrands Medallion has carved a niche positioning in the market given its unique features and the superior support service. We have 49 Medallion implementations in Romania to date. House of Dracula adds on to this growing customer base," said Corneliu Catalin of T&CNET.

T&C NET is the leader in implementing foreign software in the Romanian market with close to 80 LANmark PMS and Medallion PMS installations in the country.

Business benefits with Medallion

Medallion's functional capabilities and ease of use have made it a preferred property management system among leading hotels and hotel chains worldwide. Medallion is currently available in 27 languages across 30 countries.

A next generation intuitive property management system, Medallion also offers extended solutions including a Web Booking Engine (WBE), Catering and Banqueting (C&B), POS (Point of Sale) and the soon to be introduced Central Reservation System (CRS).



At House of Dracula, Medallion has increased operational efficiency by integrating various departments and providing a central monitoring feature to the management. Being an easy to use system, the staff at the hotel also did not require extensive training on Medallion.

Medallion's extensive reporting capabilities also provide timely and accurate data, enabling better business decisions at House of Dracula.

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