

Hotel Online

News for the Hospitality Executive

priZem & Aprinda Join Forces to Stimulate Hotel Revenues and Accurately Create Financial Awareness!

July 1, 2009 - Regardless of the many challenges now facing the hospitality industry, there remain two important ingredients for business success: training to deliver the company product and knowledge in the necessary management and execution of the budgeting/forecasting of revenues and expense discipline.

Two of the industry leading companies in these areas, Aprinda and priZem Hospitality Solutions use today's technology to deliver cost effective results during good and bad economic times. Aprinda offers online standard and customized hotel training that specializes in computer-based online sales, catering, and customized revenue generation training. priZem provides online budgeting and forecasting for both large, multi-property companies and small, individual units. Together, they improve the sales approach of the hotel and advance the proper business management of revenues and expenses so as to ensure a more profitable operation. Over the last twenty years, changes in technology have come to offer many ways of more effectively engaging tasks and accomplishing goals - this is most clearly resonated in the company goals of both Aprinda and priZem.

priZem Hospitality Solutions is a provider of hospitality financial solutions that cost effectively reduce the budget/forecast cycle; facilitate the daily labor/revenue preparation and reporting process; increase overall operational data accuracy and allow for faster report distribution without additional hardware or servers.

Aprinda provides online, customized training and corporate university solutions to hotels and hotel companies and cost effectively does the development and hosting legwork with minimal time commitment required from personnel and with no additional hardware cost. The end result is effective, consistent, and state of the art training solutions at about ¼ of the cost of traditional training.

Since both priZem and Aprinda have mastered these necessary and effective business practices, combining efforts to assist the industry is a natural bond. The budgeting/forecasting cycle provides the road map for your future success. Such a process requires expertise, consistency, and accuracy while not overburdening associates with hours of tedious repetition that in many cases ends in an uneducated guess at best. priZem's Business Performance Tools, web application was created to utilize the power of the database to empower department heads to produce reports and information that can help with the budget/forecast decision making process. It was created by hospitality professionals designed to handle the many idiosyncrasies of the industry that other generic non industry products cannot address.

Recently an industry publication talked about companies facing the challenge of training the "millennials." Aprinda discovered years ago that moving to stimulating, highly interactive, well designed online training was the answer – something that works for baby boomers as well. Combined with the priZem Business Performance Tools product, a well trained sales team is better informed/equipped with the proper tools to understand its goals to budget and forecast both revenues and expenses clearly and efficiently.

It is time to make sure you are using the best tools available to move your business forward and the Aprinda/priZem approach is an ideal approach.



Go online at www.priзем.com for more information about priZem or contact us at 646-213-0067 or sales@priзем.com.

Go online at www.aprinda.com for information about Aprinda's hospitality education and training offerings or contact us at sales@aprinda.com or 1-800-670-5458.

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