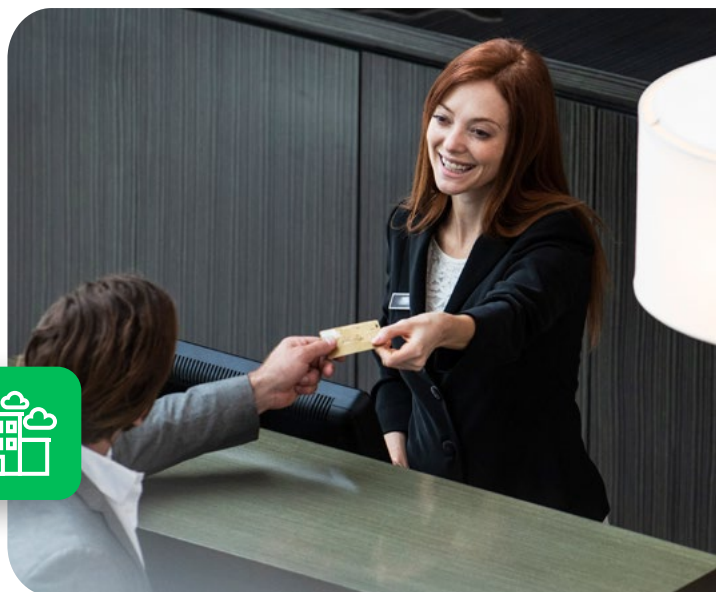# Hop Inn Hotel extends cloud-led digital transformation with Infor

Infor Cloud instills scale and underpins 10-billion-baht expansion strategy for Thailand-based hotel group.

About Hop Inn Hotel

Hop Inn operates over 70 properties in Thailand, the Philippines, and Japan. With a mission to provide travelers with convenient, comfortable, and affordable accommodation without compromising on quality or service, Hop Inn has earned a reputation for being the most consistent budget hotel network in Asia Pacific.

Part of the Thailand-based conglomerate The ERAWAN Group, Hop Inn was established in 2014.

Accelerating growth

In response to the growing demand for budget hotels in the region, 2023 saw Hop Inn launch a 10-billion-baht strategy focused on expansion in the Asia Pacific market. With plans to expand Hop Inn to 100 hotels in Thailand, 15 hotels in the Philippines, and 35 hotels in other Asia Pacific countries, the move is set to see over 14,000 keys operating across the region.

Executed through mergers and acquisitions (M&A), newly built properties, lease and operate agreements, and franchise models, the strategy is expected to result in a four-fold revenue growth by 2030.

In scoping out the necessary architecture to underpin growth on this scale, Hop Inn Hotel needed to evaluate its existing technology infrastructure and capabilities to ensure they were robust and fit-for-purpose.

A system for success

As part of this evaluation, the group was faced with a decision, to either make a significant investment in refreshing its hardware to optimize the performance of its existing on-premise hospitality management system (HMS), or to migrate to a cloud-led one.

A cloud-led roadmap

Having used Infor's on-premise hospitality management system (HMS) for many years, it became clear that while the solution's capabilities and functionality remained a strong fit for the hotel group, a cloud model was necessary to take the business to the next stage.

Hop Inn's executive management team made the decision to migrate to Infor Cloud for better stability, enhanced security, and most importantly, the scalability of Infor HMS in the Cloud.

"Given the juncture of our business, and its overarching digital transformation strategy, migrating to Infor Cloud was overwhelmingly the best option to support our plans," comments Naroot Chankitisakoon, Senior Vice President, Digital Transformation Division at The ERAWAN Group.

"As well as saving substantial costs around upgrading Windows servers, patching critical vulnerabilities, and upgrading database versions, which would have accompanied a hardware refresh and associated upgrades, a cloud model is completely aligned with our digital roadmap.

"Through a combination of reliability, robustness and flexibility, Infor Cloud stood to instill the necessary scale from which to future proof our business model."

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A smooth transition

In December 2023, Infor Hospitality's Global Service team successfully migrated all of Hop Inn's Thailand properties to Infor Cloud. The migration went without a hitch, and with minimal downtime to operations.

Stability and scale for a prosperous future

Since going live with Infor Cloud, Hop Inn's management team no longer needs to worry about platform stability or scalability, and can focus solely on growing the business and delivering the very best service to their customers. A testament to its value in delivering this is that Infor Cloud has already underpinned a successful expansion into Japan for Hop Inn, with four new openings in early 2024.

"We have inevitably reduced our exposure to risk through improved security and operational resilience, which supports business continuity and performance. In parallel, because Infor HMS operates on a multi-tenant cloud architecture, it scales easily and seamlessly. For Hop Inn, this scalability means that we can accommodate an almost unlimited number of additional properties, rooms, and guests, allowing us limitless computing power to continue our expansion plans. We can rest assured with the knowledge that we have a robust and flexible platform at our helm. This capability is hugely valuable as we seek to consolidate our vision of being the leading budget hotel network in the Asia Pacific," Naroot Chankitisakoon continues.

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Always one step ahead

In addition to streamlining operations, Hop Inn has access to the most up-to-date, future-proof software available, which also comes with close-to-zero downtime. Crucially, these take place across all properties simultaneously, ensuring consistency, accuracy, and efficiency. Furthermore, Infor Cloud's APIs facilitate seamless integration with Hop Inn's other applications via a large data warehouse. And the advanced, continuously updated, security features which come with Infor HMS Cloud, not only mitigate against cybersecurity risks, and protect against the latest threats, but ensure better stability overall.

The hospitality industry is, after an incredibly turbulent five years, seeing a resurgence. But capitalizing on digital in order to carve out of Key Selling Points exploit new opportunities, and scale to accommodate growth in this new world, is fundamental in growing market share," Naroot Chankitisakoon concludes.

"Infor HMS in the Cloud is a pivotal part of our digital transformation strategy moving forward, and as we leverage it to support us in becoming increasingly agile, resilient and flexible to adjust to new market dynamics, we're incredibly excited to embrace both the challenges and opportunities which lay ahead."

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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