



CHOICE HOTELS INTERNATIONAL®

About

Choice Hotels International, Inc. (CHH) was founded more than 70 years ago and has grown into one of the largest lodging companies in the world. Based on a franchise model, its network includes more than 6,000 hotels in the U.S. and in over 35 countries around the world.

Corporate Headquarters:

Silver Spring, Maryland
www.ChoiceHotels.com

Industry:

Hospitality

Technology:

iOS, Android, Service-Oriented
Architecture, Oracle SOA Suite

About Sierra-Cedar

Sierra-Cedar delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.

www.Sierra-Cedar.com

Background

Mobile app and tablet usage is growing at a staggering pace, specifically in the mobile travel industry where revenue is approaching \$3 billion, according to Google. In 2009, Choice Hotels developed the first global iPhone app for the hotel industry to accommodate its tech savvy clients. Choice and Sierra-Cedar have partnered on multiple projects, including a new iPad app to expand its mobile strategy and existing iPhone and Android apps upgrades. Choice customers can now leverage the power of mobile devices to get hotel information and make reservations anywhere, any time.

Challenges

- Supporting multiple mobile and Web channels without duplicating business logic
- Ensuring SOA Web Services could support the expected volume
- Architecting many different languages and technologies together
- An aggressive timeline

Solution

On May 9, 2012, Choice Hotels launched its new iPad app and the completion of its iPhone and Android app upgrades. The free apps can be downloaded at www.ChoiceHotels.com/en/mobile.

New iPad and iPhone app features:

- Hotel search results in both a list and map view
- Hotel search results filtered/sorted via points of interests in map view
- Compare multiple hotels (iPad only) side by side
- Hotel eBrochure sharing capabilities via social media, text, and e-mail
- Choice Hotels properties saved as a favorite (iPad only – must be a Choice Privileges® member)
- Choice Privileges® member credentials saved for easy sign in
- App feedback/suggestions link to Choice Hotels Mobile Team

Upgrades to the Android app include:

- Improvements in speed, navigation, and native Android efficiency
- Utilization of native search results
- Native mapping with Bing maps
- Hotel list filtering by feature and amenities
- Hotel list sorting by customer-driven priority

Sierra-Cedar's Senior Fusion Middleware Architect (with prior iOS and Android experience and a solid track record) was responsible for native applications on both teams. Other Sierra-Cedar teams developed standards-based Web Services on the Oracle Service Bus, a core element of SOA and other Web channels employed by Choice Hotels. Mobile revenue for Choice Hotels has increased 250% year-over-year in 2011.