



### 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.

*As we've embarked on an ambitious plan to completely re-architect and transform our legacy and core systems, Sierra-Cedar has become a key partner for us. More than just technical experts, Sierra-Cedar is providing thought leadership in helping us move forward in these strategic initiatives. They embody the phrase "trusted advisor."*

**Rain Fletcher**

VP Application Development and  
Architecture

#### Corporate Headquarters:

Silver Spring, Maryland  
[www.ChoiceHotels.com](http://www.ChoiceHotels.com)

#### Industry:

Hospitality

#### Technology:

Oracle Service Bus 11.1.1.5, SOA Suite 11.1.1.5, WebLogic 11.1.1.5, JRockit, Oracle Database 11g, and JDeveloper.

#### 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](http://www.Sierra-Cedar.com)

#### Background

Today's travel consumers are growing more savvy and sophisticated in their use of the Web and search engines during the travel research and buying process. Choice Hotels is continually working to cater to these sophisticated consumers by providing new ways to quickly locate and reserve hotels rooms.

#### Challenges

To meet current business demands, Choice embarked on a full-enterprise IT transformation to replace its 25-year-old core systems with a Service-Oriented Architecture (SOA). A SOA allows Choice to reduce the costs associated with partner integration, service global markets, reach end users on a wide array of devices, and scale to meet its growth goals. One of the first projects involved real-time integration with a Google service that allows consumers to perform location searches with branded hotel information and pricing shown directly on Google Maps and Google Places. The consumer clicks on the hotel information and is deep-linked into the reservation process of [www.ChoiceHotels.com](http://www.ChoiceHotels.com). This cost-effective solution allows Choice to reach a growing number of Internet users.

#### Solution

Sierra-Cedar was selected to implement the Google solution because of proven expertise and ability to repeatedly deliver large and extremely complex projects on time and on budget. Choice Hotels views this project as having strong strategic alignment:

- Added new distribution channel for the franchisees that will increase targeted advertising and the number of reservations
- Developed four enterprise services that helped to establish service development standards and guidelines used for creating additional services (these services are actively being used in other projects already and are planned for additional reuse in the future)
- Established event-driven architecture around real-time events for room availability and room rate changes (these events are planned to be used by other projects that integrate with 3<sup>rd</sup> party distribution channels)
- Built out the Canonical Data Model consisting of dozens of XML schemas that represent the Choice business domain
- Completed the initial build out of four OSB clusters and two SOA Suite clusters that run in different DMZ on eight physical servers
- Demonstrated the power and efficiency of the Oracle SOA products thus validating its purchase
- Created a framework of reusable services that will be used for further automation
- Established best practices for future SOA projects
- Sierra-Cedar taught four training courses around the Oracle SOA platform for Choice Hotel users