



Gattringer Hospitality Solutions and Fairmas Gesellschaft für Marktanalysen mbH are expanding their e-business cooperation

In the initial phase, Gattringer Hospitality Solutions will concentrate on analysing specific company structures, from which it then derives process optimisation measures - with the emphasis on budget preparation and budget monitoring - in cooperation with Fairmas.

Berlin 26. June 2008: More and more hotels are recognising the need for professional support and are making regular use of the services of external service providers. These service providers, with an objective outlook and with jointly developed strategies, can guarantee the high-value use of resources.

Wolfgang Gattringer, aged 41, has been represented in the German hotel market with Gattringer Hospitality Solutions since April 2007.

The company concentrates on optimising the operations within a hotel or tourism company. The initial process analyses are conducted without any knowledge of the customer's financial situation, so that the greatest possible objectivity can be ensured when recommendations for process changes are being made. The core competencies include project management in the context of the conception, supervision and implementation of IT projects and feasibility studies. Most attention is directed at budgeting and forecasting processes, which then are standardised and subsequently simplified and improved for the customer through the use of software tools.

The company has been cooperating with Fairmas in this field since 2007, and it has been continuously broadening this cooperation. Fairmas was founded in 2003, and by 2007 it had installed its software in more than 1000 hotels all over the world. Alongside its extensive range of system and web-based planning tools, the company also implements individual process solutions. Professional project management is vital and integration processes are in demand. These result in far-reaching synergy effects for both companies.

The benefits to the customer from this cooperation is that software developers and users develop IT products for the hotel industry together - from one source. The stated goal is to gain time for the customer right from the start, by providing professional advice. This time is thus no longer wasted on searching for and processing data, but instead provides the flexibility to permit strategy discussions and decisions on future activity.

Young entrepreneurs regard themselves primarily as service providers and intermediaries. Wolfgang Gattringer claims that "For me, service means keeping promises to customers in a measurable and transparent way". Austrian-born Gattringer was active in the hotel business for 18 years himself, learning his way up from the bottom. He has held local, regional and national positions in the financial sector, as well as in business support in the European four and five star hotel business.

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