Hotel Equities Selects myDigitalOffice for Business Intelligence and Hotel Reporting

International hotel owner, operator, and development firm implements data visualization dashboard

DISTRICT OF COLUMBIA and ATLANTA, GA — December 4, 2019 — myDigitalOffice, the hotel information management platform for sourcing, processing and storing hotel data in the cloud, announces that Hotel Equities has adopted the myPerspective solution to automate hotel reporting and improve visibility into its entire property portfolio.

Based in Atlanta, GA, Hotel Equities is an award-winning hotel owner, developer and management firm that serves an array of clients, including REITs, private equity groups, individuals and strategic partnerships. Founded by Fred Cerrone over 30 years ago with an emphasis on business culture and company values, Hotel Equities has become a trusted business partner, known for the ability to build equity and generate upside potential.

Today, with 140+ hotels in its portfolio, ranging in category across full service, select service, boutique, independent, resort and lifestyle hotels operating throughout the US and Canada, Hotel Equities now leverages myPerspective to ensure the automated and accurate sharing of real-time performance data at all hotels in its portfolio.

Bryan DeCort, Executive Vice President for Hotel Equities, reports that myPerspective was selected following an extensive search for a partner that shared Hotel Equities' core values and would provide a business intelligence dashboard and portfolio performance management solution that would be both efficient and user-friendly. "Our performance is significantly enhanced when we invest in and provide our associates with real-time data, powered by innovation and technology," said DeCort. "The myPerspective platform is a game-changer that makes us better overnight."

myPerspective is an all-in-one data visualization dashboard and predictive analytics tool for hoteliers developed by myDigitalOffice, the hotel information management platform for sourcing, processing and storing hotel data in the cloud.

Now in use at all Hotel Equities properties, myPerspective standardizes hotel data and makes it accessible and actionable across the entire portfolio in a highly visual and easily customizable dashboard. The cloud-based solution also enables staff to efficiently accomplish important reporting with a high degree of accuracy while taking care of guests, associates, owners and stakeholders from any location.

"Monitoring performance and accurately communicating those results helps us make smart business decisions, and it also helps us understand the great returns our leaders are driving to the bottom line," added Joe Reardon, Chief Development Officer for Hotel Equities."

About myDigitalOffice
myDigitalOffice is an end-to-end information management platform for sourcing, processing and storing hospitality data in the cloud. Used at over 2,000 hotel properties in North America, our SaaS solutions help hotel owners, operators, franchisees and hospitality REITs manage property and portfolio performance to a tee. The visibility, connectivity, and control delivered by our cloud-based dashboards, document management software and integrated data feeds allow teams to reach greater levels of productivity, ensure regulatory compliance, and reduce environmental impact while optimizing profitability. Learn more at mydigitaloffice.com.

About Hotel Equities:
Hotel Equities (HE) is an Atlanta-based full-scale hotel ownership, management and development firm operating 140+ hotels throughout the United States and Canada. Frederick W. Cerrone, CHA, serves as Founder and Chairman; Brad Rahinsky serves as President and CEO. For more information, visit www.hotelequities.com.

Media Contact
Serenity Thompson
A23 Advisors for myDigitalOffice
serenity@a23advisors.com
+1 415-846-6957

Sommer Shiver
Dir. of Communications
sshiver@hotelequities.com
+1 678-578-4444

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Photo:

Hotel Equities has implemented myPerspective by myDigitalOffice at 140+ properties for data visualization and BI dashboard reporting, including the Four Points by Sheraton Atlanta Airport West