

For Immediate Release

TRAY DELIVERS INTEGRATED PRINT SOLUTION FOR HILTON DOUBLETREE

Tray Inc. is pleased to announce the successful completion of a new, integrated print management system for the DoubleTree by Hilton chain developed in partnership with MSP Inc.

DoubleTree by Hilton™, a Hilton Worldwide brand, is comprised of more than 250 hotel properties around the world. Before 2011, when a DoubleTree property wanted to order custom printed collateral or branded on-property materials for their hotel, they were faced with many different procedures.

One of these procedures included logging on to an outdated, form-fill portal to order property-specific materials. For items not found on the portal (which were most), a property had to complete one of 20 different forms and spreadsheets and then fax them to one of a dozen individual vendors. Printed materials available on the portal were subject to a pricey transaction fee in addition to printing costs and took a minimum of 14 days to fulfill. Additionally, real-time proofs were not available when placing an order and the brand could not track usage from a comprehensive dashboard.

DoubleTree wanted to seize the opportunity to upgrade their toolkit and consolidate vendors. They also wanted to simplify procedures to make it easier for properties to efficiently order the things they need. Evanthia Aldrich, Senior Manager, Brand Identity & Hotel Resources for DoubleTree, imagined a toolkit that would serve as a “one-stop-shop” for all information and resources.

DoubleTree hired the strategic partnership of Tray Inc. and MSP to build a comprehensive, single-source, web-to-print toolkit for their international brand. With programming assistance from eIntegrity, they were able to build and deliver the solution, a custom web portal, to DoubleTree in under four months.

The new, streamlined, robust solution built by Tray and MSP, called “DOT 2.0,” allowed DoubleTree to upgrade its toolkit and consolidate vendors. It also simplified procedures to make it easier for the chain’s properties to efficiently order the printed materials they need. The solution was completed in less than four months. Portal users can order over 250 items including door hangers, menus, key cards, conservation cards, stationery, and vehicle signage.