Premier Inn gains a clearer view of its expansion programme

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Premier Inn is the UK and Ireland's fastest growing hotel company. As the leading hotel operator in its sector, the brand is rapidly expanding across the UK, rolling out innovative new concepts and formats.

The challenge

Planning and opening 70 new Premier Inn sites demands an efficient management programme - to monitor multiple projects, contractors and teams of employees. Without a central view of activity, the company risked losing sight of all operations - what was happening, where and when - across different projects. As a well-known brand, it was also vital to ensure that the new openings programme ran as effectively as the rest of the business.

Bestoutcome's role

Premier Inn selected Bestoutcome's **PM3** platform - a web-based solution created to manage complex programmes - as it offered a more integrated and 'smarter' option to the company's existing spreadsheet-based system.

By using **PM3,** Premier Inn has been able to:

- **standardise** the process of developing and managing a new site opening;
- create **milestone reporting** for each stage of the process;
- **co-ordinate all processes**: property, construction, legal, marketing, housekeeping, finance and IT;
- create **clear visibility** of costs, project progress, contracting and facilities management;
- mitigate risk and '**project slippage'** to ensure best practice across the portfolio.

Providing a real time, 'one version of the truth' view of the programme is already achieving results - and delivering not only greater efficiencies, but also real visibility of potential risks, problems and resource issues.

Jacqui Allum, Head of New Openings at Premier Inn, said:

"Bestoutcome's PM3 software is helping the Premier Inn New Openings Team make more informed decisions as they deploy new hotel openings."

To find out more about how **PM3** could work for your business, please contact David Walton, Director, Bestoutcome on info@bestoutcome.com or call 01753 885864.

About PM3
PM3 is transforming the way change programmes are being run, through innovative solutions for programme managers and sponsors.

About Bestoutcome
Founded in 2000, Bestoutcome provides successful programme and change management solutions for leading blue-chip clients including retailers, Government departments and the NHS.

Bestoutcome's team of experienced practitioners, having advised some of the UK's leading organisations in major change programmes, devised an approach to project management called Outcome-Driven Project Management that overcomes some of the shortcomings of traditional project management approaches.

Europa House, 11 Marsham Way, Gerrards Cross, Bucks SL9 8BQ
T: 01753 885 864 F: 01753 884 983 E: info@bestoutcome.com
www.bestoutcome.com

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