



“Pasporte has provided us with a highly scalable and responsive IT infrastructure, that works hand-in-hand with our marketing initiatives to grow the business in the way we want. Being able to offer secure on-line services allows us to compete at the highest levels in terms of coverage and offer our customers the highest service level.”

**Martin Barron, General Manager Information and Technology,  
Jurys Doyle Hotel Group**

# Delivering Customer Satisfaction



## Jurys Doyle Hotels

Jury's Doyle Hotel Group plc is Ireland's largest hotel group and is one of the fastest growing hotel groups in Europe. Today, Jurys Doyle has 35 properties, in the UK, Ireland and the USA with a further five properties currently under development. Expansion is a key element of the Jurys Doyle strategy with additional properties set to open in the 2006-2008 period in Milton Keynes, Cork, Brighton, Plymouth and Liverpool

### objectives

- To provide totally resilient, secure, websites 24 x 7
- Increase customer satisfaction by providing booking and information services on-line
- To generate increased business through the effective use of the existing web infrastructure
- To be able to access, view and analyse system statistics for marketing and business growth
- To develop a system capable of responding and scaling with marketing activity
- Achieve predictable and manageable IT costs

### solution

- Pasporte host and manage the Jurys Doyle, Jurys Inn, and Club Annabel and Book a Jurys Inn websites
- Hardware is managed 24/7 at Pasporte's London data centre
- One point of contact for problem and change management

### benefits

- IT infrastructure that is not only capable of responding to and scaling with their marketing-lead business, but of feeding information back to enhance and benefit marketing activity e.g., web statistics, traffic flow and performance
- IT costs are under control, manageable and predictable
- Jurys have a totally secure and available website with 24 x 7 support for total peace of mind

“you promised you  
wouldn't let me down”