

PRESS RELEASE



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Prismaea announces new technology services for hotels

Prismaea Consulting announces the launch of a new technology service designed specifically for hotels. This service will supplement Prismaea's existing management consulting and marketing operations. Hotels, and other companies in the hospitality sector, looking for independent advice and specialist technical services can now find both of these services from a single source.

The new division announced this week will be headed up by Mark Preston, Technical Director at Prismaea. "Few hotels outside the major groups have their own internal IT departments," commented Preston. "Therefore, they depend on their PMS supplier, their web design company, their accounts software supplier and possibly their e-marketing provider to create an integrated and consistent system. Each has its own agenda and so an independent technical service can make a significant contribution."

Specific projects where Prisma Technology can deliver value to hotels, spas, clubs and conference venues include product reviews, data migration, systems integration, e-marketing applications and customised reporting.

The priority in all projects will be the client – the existing technology, the budget, the timescales and close consultation throughout.

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Background for Editors:

Prisma Technology

Prisma Consulting provides management consultancy, marketing services and technology services to clients both in the UK and worldwide. A broad range of projects has been completed with some prestigious clients generating some compelling testimonials.

Mark Preston

Mark Preston's recent roles include Development Manager for SoftBrands Hospitality Inc, USA and previously as a Consultant with Crosskey Technology Ltd. Mark's strong practical and managerial experience is supported by impressive academic qualifications including top grades in BSc Mathematics and MSc Multimedia Technology.