



# BEST WESTERN STERLING INN

## IMPROVES PROCESSES AND CENTRALIZES *doc-link*™

### COMPANY

Best Western Sterling Inn  
(Michigan)

### BUSINESS

Hospitality

### FINANCIAL SOFTWARE

Microsoft Dynamics® GP

### Company Background

Best Western Sterling Inn is the third largest hotel and convention center in the Detroit Metro area. Located in Sterling Heights, Michigan, this facility lies on 14-acres with 246 rooms, a convention center and the only indoor water park in the state.

Best Western Sterling Inn is considered by Best Western as one of its premier and most successful properties. They have experienced significant growth and expansion over the decades.

### Challenge

Having such a large property with management so decentralized and located throughout the facility, the processing of payables was challenging. Vendor invoices were often lost or misplaced during the approval process. "Our goal was to process our payables in a more efficient manner," said Victor Martin, President, "and give our department managers greater visibility to the transactions that were affecting their profit and loss statements."

"We wanted a system that would provide department managers access to information as needed, reducing the number of calls to the finance department to do research for them. We were also overwhelmed by the amount of paperwork that we were filing throughout the business."

### Solution

A critical requirement for the solution would be integration with Best Western's financial solution, Microsoft Dynamics GP. The company selected Altec's *doc-link* document management enterprise system due to its proven integration with Microsoft Dynamics GP as well as its history with other Microsoft Dynamics GP users.

*doc-link* provides Best Western's department managers with access to documents. It also enables the finance department to track documents in the approval process, resulting in greater accounting control and visibility. *doc-link* has been an "eye opener" says Martin. "By allowing multiple people to review each transaction, errors that were previously overlooked are now being caught. We no longer have isolated purchasing decisions being made. It wasn't uncommon for two department managers to be purchasing identical products or services from two different vendors. We are now able to consolidate our purchases to get better pricing. *doc-link* has given us that greater level of visibility and control."

### Benefit

Best Western has realized a number of benefits since implementing *doc-link*. "The invoice review process has saved us thousands upon thousands of dollars," said Martin. "*doc-link* paid for itself quickly." Martin quickly saw the value in imaging for the entire organization. "Our criteria for imaging was simple," continued Martin, "Do we need to store documents long term? Do we need access to these documents in a timely manner? If these criteria were met, then we expanded *doc-link* to those departments."

Today, Best Western scans all employee records using the *doc-link* integration to Microsoft Dynamics HR for new hire documents, lifeguard licensing documents, health certificates for their chefs, food service training documents, employee applications and resumes. "We now provide our department managers with access to all of the employment applications based on position applied for. This allows them to search the archives for potential candidates that may have applied for the job months ago."

“ Our industry has a tremendous amount of paper and processes that are historically decentralized. *doc-link* has helped us manage these areas with greater efficiency. ”

Victor Martin  
President  
Best Western Sterling Inn





Martin also saw an application for guest related documents. “We archive guest registration cards, credit card receipts and comment cards. We capture “end of day” reports that used to consume a tremendous amount of physical space.

“As new applications for *doc-link* are realized, we add new scanners to that area of a department and train our people on how to scan and index,” Martin adds. “Our people love it.”

“We looked at a bunch of different vendors during our review process. Most vendors had workflow and archiving functionality but what set Altec apart was its proven integration with Microsoft Dynamics GP for Accounts Payable and Human Resources and *doc-link*’s ability to integrate with other business systems as we grow.

“The hotel industry is a prime candidate for *doc-link*. Our industry has a tremendous amount of paper and processes that are historically decentralized. *doc-link* has helped us manage these areas with greater efficiency.” ▲

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