

Asset Chain

Built a Distributed Ledger Technology (DLT) based solution for a renowned hospitality chain Ashford which helped them effectively track and manage their hotel assets, both mobile and non-mobile

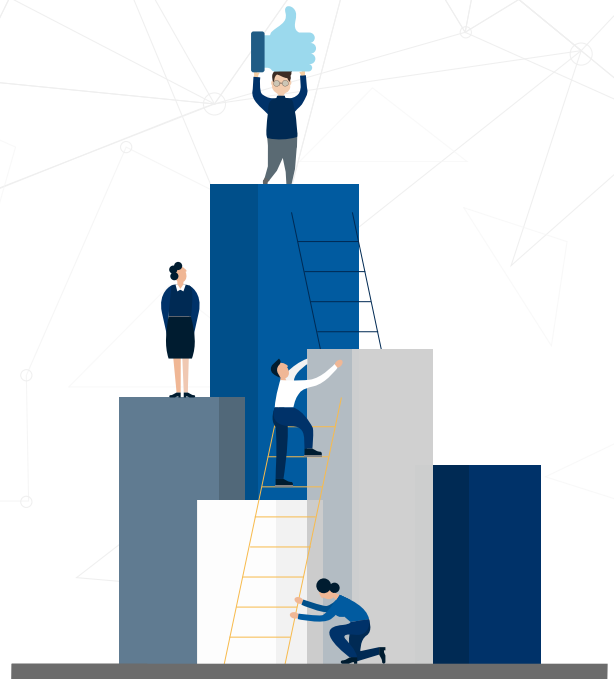


Challenges

There were many disparate private databases in hospitality distribution which had to be incrementally and endlessly synced in real time. Added to that, the property-level data was shared between numerous intermediaries, including property management systems, central reservation systems, online travel agents (OTAs), channel managers, global distribution systems, and more.

Theoretically, the more the intermediaries involved in the supply chain, the more the corruption.

So, there was a possibility of a data breach, which was a matter of concern. The client wanted to move all its valuable assets, both tangible and intangible, to Blockchain in order to keep them secure, unharmed, and easy to track, which included the customer database, accounts receivable, inventory, prepaids, building equipment, supplies, brand reputation, etc.



Our Approach

Debut Infotech worked collaboratively with the client and developed an IoT-based DLT solution that irrefutably secured the ownership of each hotel asset and its value to a person or an entity, using an immutable cryptographic audit trail. This fundamentally reinforced the trust without the need for an intermediary.



Our innovative solution offered an array of new opportunities to the client, some of which included:

- ✓ **Digital IDs:** that could be provided to the guests along with a digital key, which plummets the chances of theft or embezzlement
- ✓ **Smart Contracts:** to facilitate transactions and streamline business operations & relationships
- ✓ **Loyalty Points:** to drive return business and keep customers happy & engaged
- ✓ **Blockchain-based Supply Chain:** to easily track and monitor guests, food, and baggage, thus maintaining transparency and authenticity

Results



Improved Service Quality

Through our groundbreaking solution, the Ashford group of hotels were able to improve their service quality, guest satisfaction, and profitability to a great extent



Reduced Management Costs

There was a massive decline in the system management costs, thanks to Smart Contracts, which reported secure, tracked, and transparent transactions to legacy systems, reducing costs associated with errors and fraud



More Efficient Payment Processing

All the parties in the payment processing system (merchants, processors, suppliers, and consumers) were given access to the transaction data in a secure and real-time environment

Technology Stack



Docker Swarm



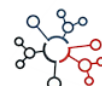
Kafka



Hyperledger Fabric



Public Key Infrastructure



Private & public IPFS Cluster



Kubernetes