



Business-friendly Solutions

# FASTER ONBOARDING OF PROPERTIES FOR A HOLIDAY PARKS LEADER



**CASE  
STUDY**

A European leader in the resort space improves onboarding of new properties and time to sell from 30+ days to one(1) day, and time to service from 100+ days to 4 days

## Client Context

A leading holiday parks operator poised to expand rapidly across multiple ownership models—**Owned & Managed, Franchised, and Third-Party/Affiliate**—was experiencing long onboarding durations to bring new parks onto the corporate IT ecosystem.

## Business Problem

Onboarding cycle times were **too long and unpredictable**, delaying commercial go-live and stable operations.

**Why it mattered:** delayed revenue (“Time to Sell”), slowed operations (“Time to Serve”), and erosion of partner confidence.

### Our Approach

#### 1 Scope & Alignment Workshops

Convened key stakeholders across Architecture, Program Management, Commercial, Finance, Operations, and IT to define objectives, scope, and success metrics and governance.

#### 2 Due Diligence & Discovery

- Stakeholder interviews across all departments involved in onboarding
- Document reviews, system walkthroughs, and **sample configuration comparisons** across existing Park Instances
- Mapped end-to-end **Commercial** and **Operational** onboarding processes, systems, and hand-offs

#### 3 Benchmarking

Brought **regional best practices** from peer chains achieving faster onboarding to establish an external reference point.

#### 4 Diagnosis

Identified systemic gaps in:

- **Data readiness & quality** (incomplete/late masters)
- **Standardization** (inconsistent templates, brand standards, and playbooks)
- **Process design** (serial hand-offs, unclear RACI, dependency bottlenecks)
- **Automation** (manual config, limited validation, fragmented testing)

## Key Findings

- Fragmented, **serial** workflows created idle time between teams.
- Non-standard **configuration templates** and variable data inputs drove rework.
- Limited pre-production validation—no **end-to-end integrated test environment**—prolonged stabilization.

# Recommendations

- Executive leadership decision clarity on risk exposure and innovation constraints of staying on-prem
- Initiation of a competitive RFP for next-gen PMS and CRS vendors, anchored in the readiness roadmap and target architecture
- De-risked migration path with defined prerequisites, governance, and success measures

## Strategy: Standardize · Parallelize · Automate · Govern

### 1 Standardize

- Golden data & configuration templates by park type
- Brand-standard operating playbooks per business model; clear **RACI** and tollgates
- Interface catalogue and reference patterns for PMS/CRS/POS, payments, CRM, data feeds

### 2 Parallelize

- Split onboarding into **Commercial (Time to Sell)** vs. **Operational (Time to Serve)** tracks with synchronized milestones
- Centralize all the data collection so that parallel configuration of multiple systems can be carried out
- Decouple dependencies using pre-approved patterns; introduce an orchestration board for cross-team flow

### 2 Automate

- Self-service config portal
- Automated data validation, config deployment and environment provisioning
- Pre-go-live readiness via end-to-end tests in an integrated test environment

### 3 Governance & Metrics

- Control tower with **weekly dashboards**: Data Completeness status, Time-to-Sell, Time-to-Serve
- Stage-gate reviews tied to measurable exit criteria

# Business Outcome

Recommendations targeted to improve **Time to Sell** from **6+ weeks** → **~1 day (~98% reduction)** and **Time to Serve** from **~20 weeks** → **~4 days (~95% reduction)**, with stronger predictability and partner confidence.

# Deliverables

- Gap assessment & benchmarking summary & recommendations
- Existing Park configuration comparison data
- Phased roadmap

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