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## Birch Street Touts Record Number of Users for Its Hospitality Industry Solution

**Online marketplace and procure-to-pay services drawing industry players from multinationals down to owner-operators, enabler says**

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*By Editorial Staff*

Newport Beach, CA — June 10, 2008 — Hospitality industry solution provider **Birch Street Systems** has tallied up a record number of registered users for its procure-to-pay services, the company has announced.

Birch Street's portfolio of solutions are accessed worldwide by more than 20,000 registered users, processing an average of 1,250,000 online transactions, totaling more than \$1 billion in spend a year with more than 53,000 suppliers, according to the company.

Birch Street customers represent a cross-section of the hospitality industry and range from the largest multinational organizations to regional management companies, owners and single properties.

For brand holders, management companies, owners and single properties, technology holds a lot of opportunity to significantly lower costs, obtain better pricing and improve productivity. However, without the proper automation and measurement solutions in place, firms run the risk of not having that comprehensive, predictable view of corporate spend, which can lead to a loss of control.

Birch Street said its technology solutions empower hospitality organizations by providing services that automate the procure-to-pay-cycle leading to improved profitability and very short payback periods.

"It's particularly pleasing that these statistics demonstrate just how successfully our solutions resonate within this sector, and that the value of our technology is being appreciated by such a diverse range of customers," said Douglas Sanborn, president and CEO of the company.

Recently Birch Street announced new customer acquisitions, including **Carlson Hospitality, Crowne Plaza Colorado, Omni Hotels** and **Hyatt Hotels**.

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