



Hotel Chain Sleeps Easy with Stonefield Query for GoldMine

Company Name

Realstar Hospitality

Established

1992

City

Toronto, ON Canada

Website

www.realstargroup.com

Contact

Suzy Pakmalaki

Title

Administrative Support Manager

Industry

Hotel

Query Version

Stonefield Query for GoldMine

Dealer

CyberQuest Solutions

City

Oakville, ON Canada

Website

www.cqsolutions.com

Contact

Syed Ali

Notable Quotes

"Stonefield Query for GoldMine has a great user interface, it is straight forward, easy to use, and accesses information quickly. It offers users a lot more options to extract information from GoldMine."

Syed Ali

Realstar Hospitality in the Spotlight

Realstar Hospitality is a hotel franchising company based in Toronto, Ontario. Established in 1992, they are the master franchisor for the Days Inn and Motel 6 brands in Canada and have nearly one hundred franchised properties nationwide.

Suzy Pakmalaki is the Administrative Support Manager of Realstar Hospitality. She reports directly to the company President and provides administrative support to regional employees and franchisees. Suzy started with the company shortly after they upgraded to the corporate edition of GoldMine.

The Realstar Hospitality Problem

Realstar Hospitality decided to upgrade to the corporate edition of GoldMine because it enabled them to manage all facets of their business. After the upgrade was complete, Suzy worked with the templates in GoldMine to design a variety of reports from contact lists to detailed reports that contained financial information and specific contractual details on individual properties.

She found the report templates hard to use and very difficult to manage. "I would go to run a report in GoldMine and it would come back missing information," said Pakmalaki. "The reporting tools in GoldMine were not as in-depth as we needed them to be."

GoldMine did not allow any of the administrative support workers to create the detailed reports they needed. To develop these reports, they would need to hire someone with advanced programming skills. This was not a very attractive solution. Realstar Hospitality needed an easy-to-use data mining and report-writing alternative.

The Stonefield Solution

Syed Ali is a certified GoldMine consultant with CyberQuest Solutions. He worked with Realstar on their GoldMine upgrade. After discussing with them the problems they were having and the type of information they needed to get out of GoldMine, Syed recommended Stonefield Query for GoldMine as the data mining and report-writing solution.

The management of Realstar attended one of Stonefield's free online webinars. "When Realstar Hospitality evaluated their alternatives and saw what Stonefield Query for GoldMine was capable of," said Ali, "it was a fairly quick decision to incorporate Stonefield Query."

The Result

Suzy found that Stonefield Query for GoldMine is a reliable report writer that made her job a lot easier. She can set up and customize a report and does not need to have advanced programming skills to ensure all of her information shows up when she runs a report. Suzy is now able to edit details on any report and schedule it for automatic delivery. Stonefield Query has given Realstar Hospitality the ability to utilize GoldMine to its full potential.

Realstar Hospitality has used Stonefield Query for GoldMine since December 2002 and have recently upgraded to the latest version of the program.

"Stonefield Query for GoldMine has a great user interface, it is straight forward, easy to use, and accesses information quickly," said Ali. "It offers GoldMine users a lot more options to extract information."