



Saving 25,000 Hours & Increasing Access to Key Financial Insights



ABOUT AIMBRIDGE HOSPITALITY

Aimbridge Hospitality is the leading global, third-party hotel management company operating branded full-service, select-service, luxury hotels, destination resorts, convention centers, and lifestyle hotels.

THE CHALLENGE

When Aimbridge Hospitality merged with Interstate Hotels and Resorts in 2019, not only did the company's portfolio size triple, but they realized that Aimbridge had retained unique standards of each previous merger and acquisition resulting in disparate processes. "With the sudden increase in entities, we needed a more efficient, standardized and automated way to manage financial operations across 1,200 hotels," says Mandy Strider, Director of Accounting – BlackLine, at Ambridge Hospitality. "Having worked with BlackLine at Interstate since 2012, I saw an opportunity for transformation."

While Interstate had gradually increased its reliance on BlackLine, they were still "far from getting the most from it," says Strider. "I knew that BlackLine could provide a solution to provide visibility and standardization of our balance sheet reconciliations and also scale with us as we continued to grow."

WHY BLACKLINE

Strider and her team, in partnership with consulting agency RSM, optimized BlackLine Account Reconciliations, Transaction Matching, and Task Management and implemented Journal Entry across the entire organization.

Post merger the number of accounts reconciled at Aimbridge in BlackLine tripled from 38,000 to 105,000, across 1,200 entities. The company doubled the number of BlackLine users, from 250 to over 500, quite the feat considering user adoption challenges and comfort in long-standing routines had previously plagued the company.

Strider hopes Aimbridge's experience will resonate with organizations that are considering BlackLine but are concerned about expending time and resources.

"We first implemented BlackLine in 2012. We started our company-wide transformation in 2021. So, our story isn't one about fast wins but persistence. It's worth putting in the time: reinvesting in BlackLine enabled us to break through a stagnant status quo and truly transform our financial operations."

BUSINESS RESULTS

Saved time. Transaction Matching automated the transfer of 2.4 million lines of historical financial data. Journal Entry automated 25,000 monthly journals with over 200,000 lines of data. "These automations alone saved us over 25,000 labor hours," says Strider.

Improved compliance rate. With Journal Entry, the team automates approval workflow for manual journals, greatly improving compliance rate.

Increased access to data and insights. The team relies on BlackLine to not only track close progress but monitor quality.

"We use BlackLine Reporting and API connections to integrate data with other systems. We can now easily review the timeliness and quality of reconciliations, streamline completion of quarterly user access reviews, and support property cash forecasting."



COMPANY: Aimbridge Hospitality

INDUSTRY: Hospitality

REGION: Global

ERP: J.D. Edwards

PRODUCTS USED:

Account Reconciliations, Journal Entry, Task Management, Transaction Matching

BENEFITS:

Saved time, improved compliance rate, increased access to key financial insights.



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Mandy Strider

Director of Accounting - BlackLine
Aimbridge Hospitality