



Boom-town boys

Dublin-headquartered Marketboomer has developed a truly global business by taking a step-by-step approach to R&D and opening new markets, from Dubai to China

‘Our dynamic trading engine can help hotels save between 8pc and 12pc on what they would normally have paid suppliers’

David Mayman, Michelle O’Connor and Conor Lawler

THE primary things you notice about the Marketboomer website from the get-go are that the Dublin Digital Hub-based firm functions as a purely global business, and you’d better get ready to start transacting.

Established 13 years ago initially in Australia by CEO David Mayman and managing director Declan Monahan, the company has captured a significant slice of the global hospitality market to enable hotel chains better manage their suppliers via the internet — saving money and deriving value.

The client list strikes you as a who’s who of global hoteliers, and the company now has offices and clients in China, Saudi Arabia, Singapore, Thailand, the UK and the United Arab Emirates.

Clients of Marketboomer include Starwood Hotels (owners of the Sheraton and Westin chains), Hyatt Hotels and Resorts, Barceló Hotels & Resorts, Mirvac Hotels and Resorts, Carlton Hotel Group and not to mention the Merrion Hotel Dublin and Four Seasons Dublin.

“The founders of the company saw a market for trying to consolidate the prices for the hotel and catering industry into some form of database,” explains Marketboomer’s business development manager Conor Lawler. “At the time, hotels would have received special offers from caterers and other suppliers by fax and email. They often had to get an idea of the best prices by word of mouth.”

Marketboomer received research and development

(R&D) funding from the Australian government and developed a database, selling it to international hotel groups in the Australian market. After eight years of growth, the company shifted its international headquarters to Dublin as a limited company.

Lawler explains that the company’s technology enables hoteliers and hospitality providers of all sizes to buy better using the internet. This helps them transition from traditional habits to industry best practice in purchasing, cost control and inventory management.

It also facilitates a more competitive market, which ensures hospitality providers can get the lowest prices from approved suppliers.

The system saves hospitality providers time and money, improves control and provides better tools, information and analysis to drive real savings.

“Business has been strong and we’ve won major contracts with Starwood Hotels and Meridian West in China, which led to us establishing our Shanghai office. We have also built up a strong market in the UK, winning notable contracts with providers like the Lanesborough Hotel, the Landmark Hotel and Lea Marston Hotels,” says Lawler.

“In the Middle East, our technology is being used by seven-star hotels such as Jumeirah Hotels & Resorts.”

Lawler says the main benefit of Marketboomer’s system is that it gives hoteliers the purchasing power to better dictate what they’re buying and from whom. “They can lock down certain products and buyers and cherry-pick from

each and every product line. It operates as a closed environment for hotels’ suppliers. It’s not all about getting cheap products, but quality products at the best prices.”

One of the key features of Marketboomer is the ability to export data into most well-known accounting software packages and linking this in with real-time point-of-sale systems. This has also spawned additional products such as a recipe management system for restaurants.

Lawler says the next major step for Marketboomer is to target the US market, where the company already has clients such as Starwood.

But, globally, the recession has worked in Marketboomer’s favour. “Hotels until now didn’t realise what they were spending money on. In recent months, as markets declined, yields on hotel rooms have fallen dramatically. Hotels as a result are paying greater attention to the yield management process and technology is benefiting them in this regard.”

As a business concentrating on a niche, Lawler says that while competitors provide hotels with systems that allow them to email suppliers, Marketboomer is out there on its own in terms of providing live price comparisons.

“Our dynamic trading engine can help hotels save between 8pc and 12pc on what they would have paid suppliers. What we have brought to the table for these firms is best practices in terms of procurement and the ability to achieve greater yield management for their long-term futures,” he notes.