

# Building Healthy Technology Partnerships

## How Hotels Can Select Technology That Solves Problems, Not Creates Them



**Moderator:**

Zoe Koumbouzi from GAIN Advisors

**Panelists:**

Marina Snijder from Marina Snijder Hospitality Consulting  
Hanna Schiller from Ireckonu  
Annemarie Gubanski from Taktikon

# AMSTERDAM

[www.globalrevenueforum.com](http://www.globalrevenueforum.com)

**Global**  
REVENUE FORUM



As presented during Global Revenue Forum Amsterdam 4th June 2026

# Session Summary

## About the Session

A panel discussion featuring technology leaders and hospitality professionals explored how hotels can make better technology decisions, avoid costly mistakes and build stronger partnerships with suppliers.

## 3 Key Takeaways

1. Technology should solve a clearly defined business problem.
2. Successful implementations depend as much on people and processes as on software.
3. Vendor relationships should be treated as long-term partnerships rather than procurement exercises.



**AMSTERDAM**

[www.globalrevenueforum.com](http://www.globalrevenueforum.com)

**Global**  
REVENUE FORUM



# TECHNOLOGY SHOULD FOLLOW STRATEGY

Many hospitality organisations begin their technology journey by evaluating features, demonstrations and vendor promises.

The panel challenged this approach.

Instead of asking:

Which system should we buy?

Hotels should first ask:

What problem are we trying to solve?

Technology delivers the greatest value when it supports clearly defined business objectives. Without alignment between commercial goals, operational requirements and user expectations, even the most advanced solution can fail to deliver results.

The discussion highlighted the importance of involving stakeholders early, defining success criteria and viewing implementation as an organisational change project rather than a software installation.

**AMSTERDAM**

[www.globalrevenueforum.com](http://www.globalrevenueforum.com)

**Global**  
REVENUE FORUM



# TURNING INSIGHTS INTO ACTION

## FOR HOTEL LEADERS

- Define the business challenge before evaluating solutions.
- Ensure all departments are aligned on objectives.
- Measure success through outcomes, not features.

## FOR PROJECT TEAMS

- Involve users early in the process.
- Document requirements clearly.
- Focus on adoption as much as implementation.

## FOR TECHNOLOGY PARTNERS

- Understand the client's objectives before proposing solutions.
- Prioritise long-term value over short-term sales.
- Invest in partnership and support.

## THE COMMERCIAL PERSPECTIVE

Technology should enable better decisions, better experiences and better commercial performance. The goal is not more systems. The goal is better outcomes.

# AMSTERDAM

[www.globalrevenueforum.com](http://www.globalrevenueforum.com)

**Global**  
REVENUE FORUM



# THE TECHNOLOGY DECISION FRAMEWORK

 Business Objective



 Define The Problem



 Evaluate Solutions



 Build Partnership



 Deliver Results

## WHY THIS FRAMEWORK MATTERS

Successful technology projects begin with clarity. Hotels that define their objectives, understand their challenges and build strong partnerships are more likely to achieve meaningful business outcomes.



# AMSTERDAM

[www.globalrevenueforum.com](http://www.globalrevenueforum.com)

**Global**  
REVENUE FORUM



# Continue the Conversation

"Technology should support your strategy.

It should never become your strategy."



**Global**  
REVENUE FORUM



[www.globalrevenueforum.com](http://www.globalrevenueforum.com)