



VALAMAR

CASE STUDY

Smart procurement for smart hotels.

Valamar, as the leading tourism company in Croatia founded in 1953, includes hotels, resorts and top-quality camping resorts in eight destinations, seven in Croatia and one in Austria. Valamar has successfully established itself on the market and continues to set standards in the hospitality sector.

From Croatian beaches to the alpine landscapes of Austria, each Valamar property is carefully arranged to provide guests with a unique vacation experience, and their accommodation capacities can simultaneously host thousands of guests, which testifies to Valamar's development and absolute dedication to service excellence. Through the strategic direction of management and the search for innovations, they continuously push boundaries in the world of tourism and hospitality.

A circular graphic with a white border. Inside, the word "VALAMAR" is written in white capital letters at the top. Below the text is a photograph of a coastal resort. In the foreground, there is a large, curved swimming pool with blue water and several lounge chairs. To the right of the pool is a sandy beach with many yellow beach umbrellas. In the background, there is a town with red-roofed buildings and a church spire, situated on a hill overlooking the sea. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

VALAMAR

SECTOR

Hospitality

MODULES

Projects

Tender creation Offer collection (with the option of alternative offers)

Offer analysis

E-auctions

Supplier portal

STATISTICS 2024.

17 application
users

348 procurement
projects

411 completed
tenders

GOALS

Taking into account the complexity of the hotel industry – from smaller operational tasks to large projects such as facility furnishing – Ensolva was introduced to enable:

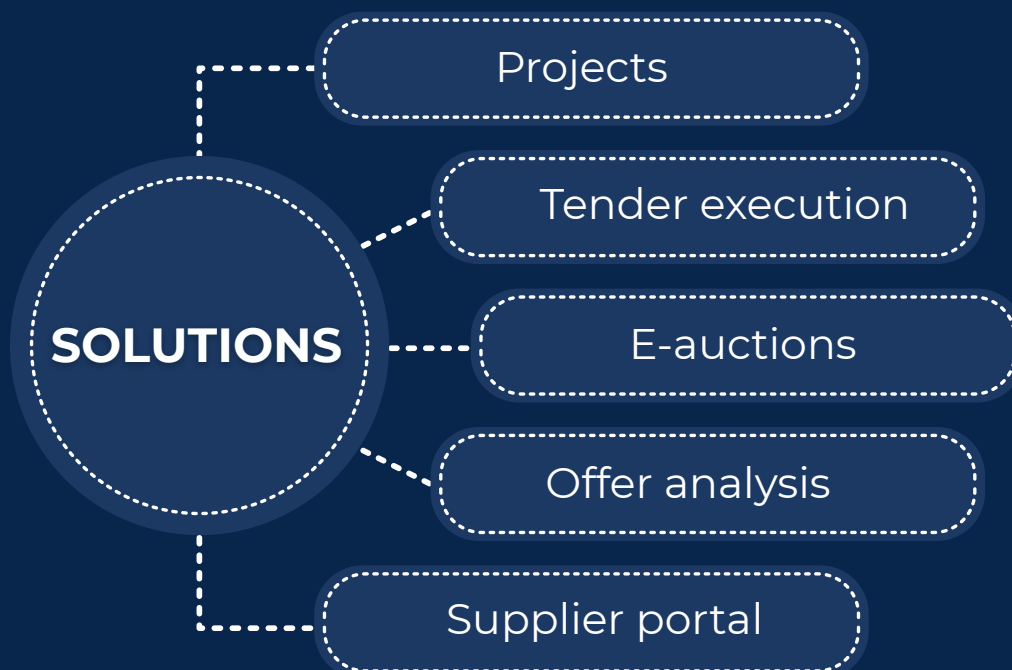
- ✓ Reduction of the time required for **tender execution, analysis, and offer comparison**
- ✓ Enabling and facilitating the **submission of alternative offers**
- ✓ **Transparent cooperation** with suppliers and compliance with internal procedures
- ✓ **Detailed analysis of the prices of originally requested items and alternatives** to ensure an optimal balance between quality, design, deadlines, and price – particularly important for specialized projects such as hotel interior design
- ✓ **Increasing the level of service** to the end user

The implementation of Ensolva was more than a technical change – it was a step toward a new level of operation. Through a thorough process analysis, training, and open collaboration with the team, we adapted the system to our real needs. Today, seeing how much our daily tasks have been simplified, it is clear that this change was worth every effort invested.

CHALLENGES

The greatest challenges were **the complexity, scope, and volume of tender processes** characteristic of the hotel industry. It was necessary to enable easy search for standard and **alternative offers**, design precise **upload of various cost estimates from Excel**, and refine **the analysis of a large number of offers** according to specific user requirements. An additional challenge was the adaptation of users and participants to the new way of working.

The implementation of the Ensolva system has significantly improved the efficiency and transparency of procurement, especially during the season when time means everything. The system enables easy tracking of tenders and supplier activities and provides a complete overview of all stages of the process. The greatest benefit comes from the ability to analyze and compare offers in just a few clicks, while alternative offers no longer require additional inquiries – everything is visible in one place, allowing for faster and better-quality decision-making.



IMPLEMENTATION

Redefining business standards

- New procedures and guidelines for digitalized procurement established
- Employees' work habits adapted to the requirements of digitalization
- A detailed analysis of existing processes carried out to adapt the software

Collaboration and system development

- The procurement department provided a detailed process flow, tender examples, and documentation
- During the analysis, a joint need was identified for more advanced analysis and alternative offers with images
- The system was upgraded according to user requirements and released to production after testing and approval

Training and support

- The implementation included thorough training and active employee engagement
- Interactive workshops were held, along with continuous support through multiple communication channels
- Suppliers were included in the process and trained to use the new system
- Through gradual onboarding, skepticism disappeared, and users gained confidence and independence

RESULTS

Efficiency and speed

- Offer analysis has been significantly accelerated
- A process that used to take hours is now completed in just a few clicks

Smarter decision-making

- Display of alternative offers within the system
- Enabled selection of better value for money, not necessarily the lowest price

Digital transparency

- Significantly reduced use of Excel and email communication
- Complete visibility and control of documentation
- E-auctions increased competition among suppliers

Change in the way of working

- Employees quickly gained confidence through training and support
- Decisions are made based on reliable and accessible data

Strategic impact

- Procurement modernized and digitalized
- Greater system competitiveness and resilience
- Improved readiness for future business demands



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