

Press Release Mellex AG

SAMFEX: hotel software for the back of house management of tomorrow - which even “celebrates” if everything is running well

About SAMFEX - Developer Alexander Melle and his vision for smarter hotel operations

Zurich, May 18th, 2017 - Exactly 9 years ago, the idea to develop a hotel software which would simplify the daily routines of many operational departments was born. 7 years ago, the first test version was launched and 5 years ago the product was ready for the market. Alexander Melle, CEO of Mellex AG and his team launched the first version of the BOH Management software SAMFEX. Since then numerous, innovative enhancements have been made, interfaces have been added, also to key systems such as the front of house system; and the *Internet of Things* has arrived. The market has accepted the product, because the hotel industry is a sector in which any savings that can be made in terms of work and time are “worth their weight in gold” and are a real relief for the hard-working workforce. SAMFEX is therefore much more than just a software. It is a product which was created because its creator understood what is going on in a hotel operation; because he wanted to improve not only the experience of the guests, but also that of the employees. The only thing that was still missing was a type of virtual coach, one that gives quick advice if there is a slight hitch somewhere. Therefore, mascot S.A.M. was “brought into the team”: It functions as a sidekick and mentor for the user, is green, cute and knows everything about SAMFEX.



9 years ago - the vision behind the product...

SAMFEX does not only comprise innovative spirit, continuous development and in-depth technical know-how but also in depth understanding of hotel operations. The latter is the result of Alexander Melle's long-standing role as Director of Information Systems at an international hotel group. During these years, Melle, who had studied electrical engineering, discovered the need for a software solution that links the various back-office areas, such as housekeeping, maintenance, service and asset management, and facilitates communication among employees. That is why he founded Mellex AG in 2011. Now SAMFEX can do all that Melle had in mind, and much more. The software - available on a desktop, as well as on mobile devices - can be individually adapted to the size and orientation of the businesses, whether for smaller individual hotels or globally operating corporations.

...it can do so much:

SAMFEX core functions include, for example, a **servicing and maintenance** management tool for the engineering department. The app receives work orders, for example the repair of a faulty light bulb, which is directly entered via a smartphone by housekeeping when the room is being cleaned. It then assigns it to the responsible employee and adjusts the inventory list of the engineering department upon the completion of the order. SAMFEX also provides maintenance cycles for equipment to prevent defects and save costs; the app manages offers from external service providers and provides detailed statistics on energy consumption. With the help of upgradeable measuring devices, the app helps operators to significantly improve the energy efficiency of their business, saving money and helping to protect the environment. Another "field of activity" of the app is **housekeeping**, where it helps management to create service and cleaning plans and provides an overview of the "cleaning status" of each room in real time. The staff can also see at a glance whether a room is occupied, whether it is necessary to prepare for an arrival or if a turndown service has been requested. Even **refilling and invoicing the mini-bar** is run via SAMFEX: The system communicates directly with the FOH system Opera and prevents losses, which often happens if the mini-bars are only checked after the guest has departed.

The improved communication between the individual hotel department by using SAMFEX proves to be especially beneficial for the **hotel services**: Whether an extra pillow, wake-up call

or replacement of a broken hair dryer is required - the app shares guest requirements with the responsible employees. It also manages luggage delivery within the building and supports the various teams with practical checklists in their daily routine, including a reporting function to team leaders and colleagues involved. In addition, SAMFEX reacts to guest feedback, communicates complaints or suggestions to the right places; and shares positive feedback with the employees.

SAMFEX also makes a difference in a company's **global asset management**. Here, the software manages orders and sends reminders, for example when stock is running out. It also simplifies the inventory process by using, for example, barcodes for permanently installed inventory, which are scanned and automatically assigned.

A key focus in the development of SAMFEX was flexibility, practicality and user friendliness, which makes it possible to integrate the software into the running hotel business exceptionally quickly and requires minimal employee training.

After this, the users will be able to consult **S.A.M** at any time of the day or night - to answer questions, to find mistakes and to “celebrate” successes with the team. If S.A.M reaches its limits, Alexander Melle’s dedicated support team is available around the clock via a hotline, and sends further development requests to the SAMFEX team without delay. Melle and his team welcome any suggestions from where “the magic happens.” After all, they have a mission to fulfil.

About Mellex AG:

SAMFEX is a product of Mellex AG and offers all types of hotel businesses a flexible, easy to use and innovative software solution for all service areas behind the scenes. From engineering, housekeeping and services to energy or asset management, the SAMFEX app makes work easier for hotel staff behind the scenes and it is customisable, depending on the size, orientation and requirements of the business.

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