

ABSTRACT

In the hospitality industry, the utilization of technology is an essential factor in enhancing operational efficiency and optimizing revenue. Four Seasons Hotel Jakarta has implemented various property management systems, such as Opera PMS, Golden Sales Catering, Ideas RMS, Lighthouse, and STR, to support Reservation management, marketing, and revenue strategies. In addition to these systems, Lanyon Cvent plays a strategic role in the procurement of hotel services for large corporate clients.

As a cloud-based platform, Lanyon Cvent enables multinational companies to conduct bidding to obtain special rates at Four Seasons Jakarta. This system offers transparency in negotiations and efficiency in the booking and procurement processes for hotel services.

Evaluating the effectiveness of Lanyon Cvent implementation is crucial to understanding how this technology contributes to the hotel's marketing strategy, its integration with existing systems, and its impact on business relationships with corporate clients. This study aims to analyze how this technology helps improve procurement efficiency, optimize hotel revenue, and strengthen Four Seasons Jakarta's competitiveness in the hospitality industry.

Keywords: Bidding, Cloud Platform, Request for Proposal