

HOSPITALITY TECHNOLOGY INDUSTRY



Digital technology is transforming the hospitality industry. As restaurants and hotels integrate digital capabilities to meet the demands of the next generation guest, there can be substantial operational and financial benefits.

Guests understand that digital solutions add value to their entire experience. Successful hospitality companies must deliver. From digital ordering, mobile payments, loyalty programs, and social media integration to analytics and financial and operational management, digital technology solutions continue to impact the hospitality industry.

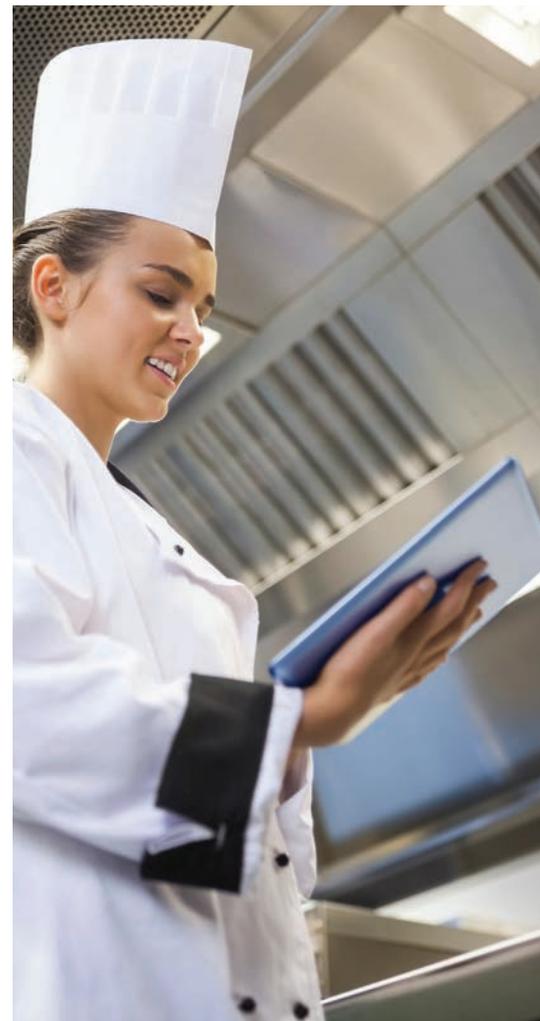
A growing number of companies have entered the hospitality arena, developing a wide range of digital applications, services, and platforms. Some of these new enterprises have thrived while others struggle to gain traction. Those that have created truly innovative technology solutions, and have then monetized those solutions, have attracted growth capital from the investment community.

Today, there has never been more interest in digital technology for restaurants and hotels.

Look Ahead. Imagine More.

Combined Industry Expertise

Through a unique alliance between our Hospitality and Technology Industry practices, CohnReznick has created a suite of customized services specifically designed to help hospitality-focused technology companies grow and operate more effectively. Our hospitality technology team is composed of accounting, tax, and advisory professionals with significant experience in servicing both hospitality and technology companies. Built on a strong foundation of partner-level leaders, our team is well-positioned to provide growth-oriented technology companies with a range of value-added advisory and compliance services as well as business development opportunities that specifically target the hospitality industry.



Hospitality Industry Connections

CohnReznick's Hospitality Industry Practice works with several hundred hospitality companies domestically and internationally. Our clients look to us for our industry experience and insights, as well as the technical skills they need to manage a successful brand in today's business environment. We provide high-profile emerging concepts, multi-unit companies, independent restaurants, franchisors, franchisees, hotels, and F&B operations with accounting and operational consulting services through all stages of growth—and introduce them to trusted resources to help optimize opportunities and minimize risk.

Introductions to Investors

Through strong relationships with private equity and venture capital firms, joint venture partners, boutique investment bankers, and other potential funding resources, we can provide introductions to, and negotiations with, a variety of capital sources.

Services and Solutions

From tax planning and tax credit strategies through merger and acquisition planning, CohnReznick offers a variety of solutions designed to help hospitality technology companies grow and become more profitable.

With a dedicated team of tech-savvy professionals serving the industry, we understand the enormous role that digital plays, and will continue to play, in creating a fulfilling experience for hotel and restaurant guests.

About CohnReznick

CohnReznick LLP is one of the top accounting, tax, and advisory firms in the United States, combining the resources and technical expertise of a national firm with the hands-on, entrepreneurial approach that today's dynamic business environment demands. Headquartered in New York, NY, and with offices nationwide, CohnReznick serves a large number of diverse industries and offers specialized services for middle market and Fortune 1000 companies, private equity and financial services firms, government contractors, government agencies, and not-for-profit organizations. The Firm, with origins dating back to 1919, has more than 2,700 employees including nearly 300 partners and is a member of Nexia International, a global network of independent accountancy, tax, and business advisors. For more information, visit www.cohnreznick.com.



Gain Insight

For more information on how your company can benefit from our services, please contact **Christopher Mahon**, CPA, Partner, at christopher.mahon@cohnreznick.com, or **Jeff Bobrosky**, CPA, Partner, at jeffrey.bobrosky@cohnreznick.com.

cohnreznick.com

