

Case Study



How SkyRun Standardized Their Tech Stack Across 45+ Franchisees With Track

Location

Primarily operates in the Colorado Rockies

Peak Season

Winter/Summer

Portfolio Size

45 Franchisees

Growth Goals

Needed a modern and scalable property management software solution to seamlessly support a large franchise portfolio while reducing annual technology costs.





Situation

SkyRun, a franchise-based property management company with 45 franchisees, primarily operates in the Colorado Rockies. The company had been using a homegrown property management system, which over time became costly to maintain and needed clunky workarounds to integrate with more modern platforms in their tech stack. They needed a robust, flexible, and scalable solution that could support their current and future operational needs.

Challenge

SkyRun's determination to transition from their legacy PMS system to a new platform posed several challenges:

- **Complex Implementation:** Moving multiple franchisees required extensive planning, with a phased rollout and an unusually short 80-day implementation per cohort. This was because the implementation had to take place between the end of ski season and the height of summer peak season.
- **API and Booking Engine Integration:** Adopting Track as their PMS allowed SkyRun to begin the process of migrating to the industry-leading TrackEcommerce Booking Engine that will be fully integrated into their website for an improved booking experience and deeper insights across the guest journey.
- **Trust Accounting Shift:** SkyRun needed to overhaul its accounting approach to ensure regulatory compliance in markets where they operate, which required working with a third-party CPA to align franchisee financial processes.
- **Balancing Standardization with Flexibility:** As a franchise-based business, SkyRun had to ensure consistency across all locations while allowing franchisees some level of customization.



Solution

SkyRun's unique and complex circumstances required creative problem solving and collaboration from the Track team, which recommended the following:

- **A phased, structured rollout** to ensure smooth adoption across all franchisees.
- **Track's API and professional services team** to facilitate custom integrations, including the booking engine and Twilio.
- **Trust accounting capabilities** that, with expert guidance, optimized financial operations.
- **Post-implementation support** to quickly resolve issues and take advantage of Track's highly configurable design.

Results

The transition to Track delivered significant benefits for Skyrun, including:

- **Improved Direct Booking Performance:** SkyRun's move to the TrackEcommerce booking engine ensures consistency and ease of use for guests, owners, and PMs before, during, and after a booking.
- **Wide, More Efficient Distribution:** Though SkyRun had many distribution partners, it depended on custom integrations that were difficult and time-consuming to maintain. Track's strong connections with distribution partners eliminate this hassle while offering additional perks like bulk updating of amenities
- **Reduce Operational Costs:** Track's time-tested workflows and extensive library of automations enabled SkyRun to standardize processes across franchisees, reducing manual work while building consistency.
- **Enterprise-Grade Support:** Track's Professional Services and Support teams seamlessly transitioned SkyRun from their implementation phase to a standard support model with 86% of help tickets resolved in under four days.



Key Takeaways for Other Operators

SkyRun learned a number of valuable lessons from their Track implementation experience that are relevant to operators of all sizes and business models. They include:

- **Choose scalable software that will evolve with your business.**
- **Don't resist necessary process changes—embrace optimization.**
- **Involve accounting expertise early to optimize financial operations and ensure regulatory compliance**
- **Favor a tailored tech stack over an all-in-one system.**

By making the switch to Track, SkyRun positioned itself for continued growth by smoothing out operational kinks, bringing peace of mind to the home office while enabling franchisees to take better care of guests, employees, and owners.


Want to explore solutions like SkyRun or learn more about the TrackSuite for your business goals? Talk to a Track expert or book a demo.



TrackPMS

Level up for growth with native features like trust accounting and intuitive, robust owner portals. 75+ integrations ensure full compatibility with the platforms you already use.

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