



The Choice Connection Integration Update: Early Access to ChoiceCentral.com

As we continue to work toward integrating your hotel onto the Choice platform, we are pleased to share that you are now receiving early access to ChoiceCentral.com, your Choice intranet site. This site will provide you with access to essential integration apps, brand pages, and a Vendor Directory. ChoiceCentral.com is split into two sources: 1 - the homepage with companywide information applicable to all brands, and 2 - the brand pages with brand specific information. The type of information you previously found on Radisson CONNECT can now be found on ChoiceCentral.com. Your early access allows you to explore the full intranet site and programs that other Choice brands use. Additional apps will be rolled out in the coming months. As we continue to look to drive value with Choice synergies, we will evaluate all Choice programs aimed at lowering your total cost of ownership. Please see below for details on each of these sections.

How to log into ChoiceCentral.com:

- Login credentials will be emailed later today to your hotel email address (example: cx_XXXX@countryinnamericas.com).
 - The email will come from donotreply@choicehotels.com.
 - The email subject will be “ChoiceCentral.com Username and Password”.
 - You will be required to click on the “Change Password” button to change your temporary password immediately upon logging in.

- Click [here](#) for a resource guide with detailed login instructions.

ChoiceCentral.com Homepage:

- What is it?
 - The ChoiceCentral.com homepage contains companywide information applicable to all brands such as Choice news, details on Choice programs, and all hotel applications.
 - Utilize this landing page to access the essential integration apps below and your brand pages.
 - Each property will receive one user account, the GM is responsible for creating additional accounts via the User Admin app.
- How do I find it?
 - Access ChoiceCentral.com at <https://apps.choicecentral.com/>. Bookmark this page for future use.

User Admin – Integration App #1:

- What is it?
 - User Admin controls security for your staff, allowing them access to applications within ChoiceCentral.com. We encourage you to prepare now! This app allows a General Manager to add, change, activate, or deactivate user accounts for applications such as SED/LFF/LEMPL, Customer Relations Response, Property Information Manager, and choiceADVANTAGE.
- How do I find it?
 - Access User Admin by clicking on Quick Links in the upper left menu on the ChoiceCentral.com homepage, then click on User Admin.
- Where can I find more information?
 - Click [here](#) for the User Admin resource guide with detailed instructions.

Reserve SED, LFF and LEMPL – Integration App #2:

- What is it?

- Reserve SED, LFF and LEMPL is where you can book employee rate and friends and family rate hotel rooms for all Choice properties.
- How do I find it?
 - Access Reserve SED, LFF and LEMPL by clicking on Quick Links in the upper left menu on the ChoiceCentral.com homepage, then click on Reserve SED, LFF and LEMPL.
- Where can I find more information?
 - Click [here](#) for the Reserve SED, LFF and LEMPL resource guide with detailed instructions.

Brand Pages:

- What is it?
 - We have migrated your key documents from CONNECT and built new, more robust customized brand pages which include brand standards, programs, and more that you will be able to use as a part of Choice Hotels.
 - Brand pages contain the most up-to-date brand-specific information, such as brand standards, compliance and quality assurance information, and brand design.
 - Brand pages are the one source of truth moving forward for all brand-related information.
- How do I find it?
 - You can access your brand page from ChoiceCentral.com. After logging in, click on 'Brands' in the top menu bar then select your brand.
- Where can I find more information?
 - Click [here](#) to visit the Integration Hub. A recording of the "Understanding Sourcing and Brand Standards Resources" Transition Tuesday webinar will be posted soon.
 - If you have any questions related to the brand pages, please email brandprograms@choicehotels.com.

Vendor Directory:

- What is it?
 - A catalog of qualified vendors for your procurement needs.

- As a reminder, Radisson SHOP has been retired. All of the qualified vendor information housed there for punch out purchases has been moved onto ChoiceCentral.com. The Illustrated Product Guides you're used to are available on CONNECT and ChoiceCentral.com.
- You will need to navigate to each of the vendor's sites to place individual orders.
- You can continue to reference the Rules & Regulations, Supplier Lists, and/or Illustrated Product Guides to understand which products and services are available via which qualified vendors.
- How do I find it?
 - Once you navigate to your brand page from ChoiceCentral.com, click on Vendor Directory in the menu bar. There are multiple ways to search for vendors:
 - By Business Category
 - A-Z Vendor Listing
 - New Vendors
 - To navigate to the Illustrated Product Guide and Supplier List, click on the Architecture and Design tab from your brand page.
- Where can I find more information?
 - Click [here](#) to visit the Integration Hub. A recording of the "Understanding Sourcing and Brand Standards Resources" Transition Tuesday webinar will be posted soon.
 - If you have any questions related to procurement or the vendor directory, please email procurement_help@choicehotels.com.

The Choice Connection is your source for updates on every step of our integration journey. Be sure to check out the archives posted on CONNECT — click on the Choice Hotels + Radisson Hotels Americas quick link.