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Sceptre Hospitality Resources, Serent Capital Portfolio Company, Acquires Avvio

Choate represented Serent Capital and its portfolio company Sceptre Hospitality Resources (SHR) in SHR's acquisition of Avvio, the Irish hotel tech pioneer. SHR is a revenue generating platform that helps hotels execute their best revenue generation strategies through its tightly integrated central reservation, customer relationship management, and revenue management systems. The move brings together two of the industry's most dynamic, entrepreneurial companies and will help create a technology powerhouse for independent hotels and chains with unrivaled customer support across the world.

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