

# CISCO CONNECTED HOTELS

Cisco's Connected Hotels solution is based around an intelligent information network that enables hotels to deliver and support a continuously expanding suite of innovative new guest services and staff resources.

Aside from helping hotels offer a far greater choice of differentiated amenities and services to guests - thus attracting and retaining a higher volume and standard of guest - the solution enables far greater control in managing hotel operations more efficiently.

The result: a competitive advantage built on new, improved and sustainable revenue streams, while simultaneously reducing operational and capital expenses over the lifecycle of the hotel.

## WHAT IS THE INTELLIGENT INFORMATION NETWORK?

The bedrock of the Connected Hotels solution is a powerful, intelligent, IP network that transforms hotels into highly responsive, full-service environments by automatically and securely connecting people to highly differentiated guest services, staff resources and building amenities - in real time, to do things better and faster.

A growing suite of data, voice, video, mobility and security solutions - ranging from wireless, high speed internet access to IP telephony - allows guests and staff to automate, consolidate and eliminate time and resource-consuming tasks, such as confirming flights, making dinner and theater reservations and checking in and out of the hotel.

## INCREASED STAFF RESPONSIVENESS

The use of collaborative technology and building services such as mobile telephony and high-speed internet access enables hotel staff to be far more productive - and responsive to the needs of guests - which again, strengthens customer loyalty and improves guest retention.

## INCREMENTAL REVENUE

The provision of premium, high-functionality services for guests - such as enhanced, in-room entertainment systems - can also create entirely new revenue streams for hotels, thus greatly improving profitable occupancy.

However, hotels have genuine flexibility in how they manage their cost structure to create competitive advantage. For example, the profits made or savings derived from implementing new guest services can be passed onto guests in some form - to provide more competitive pricing...and ultimately increasing hotel attraction and retention rates.

## LOWER OPEX AND CAPEX

The Connected Hotels solution converges building automation services and the enterprise network onto a single Cisco platform, driving down capital expenditure and operational costs across the board.

The ability to manage building services - from security and surveillance to energy monitoring and forecasting - from a single access point, for multiple buildings, reduces and even eliminates unnecessary business processes - which equates to savings in time, resource and facilities management cost.

Meanwhile, the intelligent network features embedded technologies that guarantee quality of service, high levels of security and resilience - which in turn equates to far less troubleshooting and repair work. Furthermore, all components of the network are built entirely on open standards and technologies, with hardware, software, and services designed using roadmaps that support constantly changing business requirements.

In all, the Connected Hotels solution provides a sustainable, long-term business model - based on real value.

In the past few years Cisco Systems has cemented its place as the global company to help hotel businesses fuse the internet and other technologies with business processes to increase productivity, create revenue and reduce costs.

Allow us to do the same for your business...

## CROWNE PLAZA DUBLIN

When the Crowne Plaza hotel began its quest to source a new communications solution it hadn't thought much beyond a traditional PBX system, and knew little about the potential of intelligent, IP networks - capable of sending data, voice, video simultaneously.

A five-star hotel situated close to the centre of Dublin, the hotel had several important goals - namely to increase profitable occupancy and at the same time reduce operational expenditure. The Connected Hotel Solution enabled them to do both...and more.

Cisco's intelligent network has provided the Crowne Plaza with a raft of services.



■ High-speed internet access in every guest room, now a necessity for the business traveller.

■ Easy-to-use IP Telephones that enable guests to send and receive email, look up information on hotel services, check the weather and even book taxis. The phones are also personalised by language with specific greeting messages, and even individual company logos.

■ A business centre comprising 14 meeting and conference rooms, connected via a wireless network that enables delegates and guests to move freely, with access to high-speed internet access anywhere within the conferencing area (no cables or leads required).

■ High-speed internet access and wi-fi hot spots throughout the lobby, bar and other common areas of the hotel – enabling guests to work at their convenience in a relaxed environment.

And just as importantly as all the above, Cisco's solution has seen the integration of the Crowne Plaza's network with that of sister hotel Clontarf Castle. Result: vastly reduce costs through the creation of one reception, one voicemail system, and a single application server.

These services have not only helped provide a competitive advantage for the hotel, but have also created entirely

new, and sustainable revenue streams.

Based on the projected increase in profitable occupancy the hotel expects its network to have paid for itself within three years.

Says the Crowne Plaza's finance director John O'Connor: *"I was utterly swept away by the Connected Hotels solution. Not just because of the ability to give customers fantastic new services, but because of its value to the business by improving our internal efficiencies and increasing revenues from guests."*

*"The advent of the mobile phone killed a big revenue stream for us. We could see pretty quickly that with this technology, we're back in business."*

## THIS IS THE POWER OF THE NETWORK. **now.**



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