

The Internet of Things is here. How is your hotel using it?

How the growing internet can optimize your business operations, elevate your user's experience and increase your revenue.



The Internet of Things:

What you need to know

In 2014, Google announced it had purchased Nest Labs for \$3.2 billion. Nest is a company that delivers the “automated home” concept, like smoke detectors and thermostats that connect to the Internet. At the CES 2014 show, Whirlpool showcased their Interactive Cooktop to stunned crowds.

Trends in Automation

We all know more and more hotels are offering amenities to help attract guests from business travelers and vacationers, to Gen X and Baby Boomers alike. The one factor key to driving this change is technology. The sheer volume of apps, devices and systems designed to make our lives easier, more streamlined, more efficient than ever is growing exponentially. The convergence of these devices, applications and systems in the hospitality environment is impossible to ignore and can make or break a guest experience.



According to Gartner, IoT product and service suppliers will generate incremental revenue exceeding \$300 billion, mostly in services.

Even before guests come into your resort, hotel or other property, chances are they have used one of their wireless devices to automate some or all of their travel process. Travelers these days use their devices to book flights, check flight status, check room rates and hotel ratings, book and confirm their reservation, coordinate transportation and check email and social media sites. Almost all airports and train stations now offer kiosk check in for the convenience of passengers.

Traditional guest services in 2014

Ensuring your guests are taken care of doesn't stop with fresh towels and a cozy bed. Offering services like automated check in is good for your business and your guests. Automating this process allows you to greet your customers with a welcome message the minute they walk into your door – and can be a vehicle for offering rewards points, coupons and other offers right to their mobile device.

Many properties are now offering in room iPads or other wireless devices that guests can use to manage their stay – from reservations at the spa to booking meeting rooms, ordering room service, controlling room temperature and checking out. Apps can even be installed on a guests own device – so they can access the same information from anywhere on site, or off.



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A SmartBrief poll showed that 45% of hotel guests travel with two devices and 40% with three or more.

With more widespread adoption of Hotspot 2.0 (or Passpoint™), internet users will benefit from instant connection and access to Wi-Fi without having to search for a provider or enter a password. As Hotspot becomes the norm, it will allow businesses to track guest preferences and locations, and direct targeted and relevant offers. Utilizing this technology effectively will allow businesses to manage individual customer relationships and loyalty in new and mutually beneficial ways with personalized promotions, offers and loyalty programs.

What's in it for me?

Monetize, Optimize and Elevate

MOE

Linking all of your hotel services and amenities wirelessly can include back end hotel functions like AR, sales and marketing, HR and payroll, maintenance and energy management can help monetize your free Wi-Fi, optimize your business operations and elevate your guest services. Many properties already benefit from wireless access to all staff and hotel management operations, ensuring communication is efficient and guests needs are met promptly. In addition, properties with automated systems benefit from remote monitoring and reporting tools that can save time, money and staffing needs.

"Hotel Wi-Fi is no longer just a necessity for hotel guests.

It's a monetizing tool for the hotel."

With larger resorts, the possibilities are endless. You can allow wireless access to nearby retail, entertainment and restaurants for your guests from their devices – anytime, anywhere. Of course, not all hotels are offering these amenities today, but the ones that are garner a great deal of attention on travel rating sites like TripAdvisor, Travelocity, Hotels.com and other social traveling sites – making them desirable for travelers 9 to 92.

Engaging guests on social media platforms such as Facebook and Twitter offer new ways to raise your social media profile and promote your property. It's been said that social media is today's "word of mouth" advertising.

Of course, the backbone to any successful automation program is wireless technology. A solid network infrastructure is the stepping stone to ensuring all of your technologies are working together – regardless of where your properties are, across the globe.

Wi-Fi isn't solely an Internet technology; it holds within itself the makings of new ways engage your guest on the social media platform they prefer. Are you taking advantage of new technologies to increase guest satisfaction, operate efficiently and increase revenue?

MOE Monetize Optimize Elevate
How can my hotel take advantage of this right now?



Wi-Fi powered customer
insight and analytics

Use social media, e-marketing,
and location analytics to gain
a higher level of engagement
with your customers.

Turn your network into a powerful marketing tool.

In the good old days, it was exceedingly difficult to attain any information about guest's habits, interests, patterns. With the advent of **engage!**, you can use gathered analytics from your Wi-Fi network to learn about visitors and tailor your services to better meet their needs.

engage! allows you to:

- Understand your guests and their preferences
- Monetize your network
- eMarket with eShot targeted email
- Reward guest loyalty

Today having a great Wi-Fi network now goes beyond just making sure that adequate signals are available to your guests. *Now you should ask, how is my Wi-Fi network benefiting me?*

With **engage!** your network is turned into a powerful marketing tool, raising your social media profile, engaging with guests and collecting guest data. The more you know about your guests habits, the better you can tailor your pricing and marketing to entice those guests to return. Improving your hotel-guest relationship can benefit both your hotel and guests – as many hospitality companies are quickly discovering.

info.deepbluecommunications.com/engage



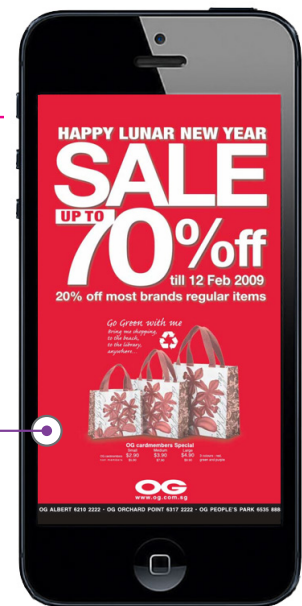
eMarketing

Use captured demographics to target consumers

The eMarketing tools available within engage are a great way to promote your hotel. You can customize your splash (log in) page with your branding and advertising, redirect users to your website or other landing page after login, and send targeted advertising via email.

Our comprehensive analytic data package provides a wide range of information about your guests, allowing you to segment and target just the visitors you want to reach.

eShot sends a coupon or special offer directly to your target demographic.



Social Media

Schedule your social media posts in advance and free up time for other duties.

The social media section provides a convenient place from which you can post directly to your Facebook and Twitter accounts, eliminating the need to endlessly bounce back and forth between multiple browser windows and accounts.

Updates - Save time by scheduling all your posts at once thereby freeing up your daily schedule.



Social Media is today's
"Word of Mouth Advertising"!

The Login Process and Raising your Social Profile.

Users who log in using engage are asked to 'Like' your facebook page or 'Follow' you on Twitter, promoting your social media presence. This raised media presence gives you a wider network of friends and followers with which to engage. You will appear on more social feeds, creating the opportunity to further increase your presence and promote your business.

Features and Benefits of engage!

Inexpensive and Valuable

Avoid the high monthly fees of most marketing and reputation management services.

Content Management System

Manage your Social Media content from one convenient place.

Targeted eShot Email Delivery Service

Use captured email addresses to send special offers based on user's gender, age, number of visits, or birthday.

Social Scheduling and Updating Timesaver

Save time by scheduling your posts ahead of time.

Facebook Likes Tracker

Track Facebook likes and unlikes to see how well you are doing socially.

Social Media Exposure Guage

Know the total reach of your tweets and posts.

Customer Demographics Collector

Capture demographics from user's social media accounts upon login.

Customer Analytics and Reports Service

Engage! includes a wide range of customer reports based on age, gender, location, and more.

Monetization Tool

Recoup costs with advertising and other avenues of monetization.

Easy Custom Splash Page Designer

You control your splash (login) page. Easily customize your splash page with your own branding.

Network Analytics and Reports Service

Engage! includes a wide range of customer reports based on age, gender, location, and more.

Page Impression Counter

Count page impressions by users, age and gender. Track viral, organic and paid sources.

Engage Customers on Social Media Platform of their Choice

Proactively work to ensure their satisfaction and avoid bad reviews.

You are passionate about guest satisfaction.
We are passionate about Wi-Fi.
Together, we are a perfect match.

Interested in Learning More?

Deep Blue Communications is committed to ensuring that its' customers have the latest information to make accurate and knowledgeable decisions on the installation, usage and application of their Wi-Fi network. Incorporating the newest trends and technologies into an existing or new Wi-Fi network will be a key factor of success as Internet access and ease of use become increasingly important to consumers.

Contact us today for a FREE consultation on
engage! and your hotel Wi-Fi network

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