

Deliver unprecedented connected guest experiences with IoT-enabled hotel of the future



The issue

The hospitality industry is looking to make some new moves. Hospitality leaders want to open a direct channel to interact with guests based on capabilities they're already using extensively. They want their guests to receive a personalized greeting upon arrival. And they want to inform guests about available amenities of interest, based on what they know about individual guests - including when and where they're on the property.

In short, they want guests to feel known, appreciated and informed.

The reasons to provide this level of service are simple. Leading hospitality companies want their guests to feel well cared for because that's what drives affinity and loyalty. Plus, informing guests of relevant offers and amenities can produce additional, immediate revenue.

There has never been more data available to deliver exactly this type of connected experience. After all, a growing number of guests use mobile apps to guide their hospitality experience. Many more plug into hotel Wi-Fi once they're on the property. And virtually all are constantly texting. Hospitality companies now have the ability to connect with their guests and know exactly where they are.

This is the part - connected experience delivery - where things can get complicated. It's one thing to know guests are constantly generating data that could help hospitality service delivery teams create a transformative, personalized guest experience. But combining the on-property network infrastructure, IoT-connected devices and assets, mobility and location applications, data compute and processing power, and advanced analytics capabilities needed to put all that data to its best use introduces real business complexity.

That's where SAS, Cisco and Intel, working together, can make all the difference.

Our approach

Hospitality companies looking to provide a connected guest experience must bring together a range of different capabilities to:

- Deliver a reliable stream of useful guest data using indoor **Wi-Fi infrastructure assets** that are secure and scalable. Cisco Meraki is the leader in cloud-controlled Wi-Fi, routing and security, which is one big reason hospitality companies have so readily adopted it.
- Understand better how people (guests, visitors and staff) and things (such as assets and sensors) interact within properties, which requires **digitizing physical spaces**. That's why many are combining Cisco DNA Spaces with Cisco Wi-Fi networks to see what's happening at their properties, act on this knowledge and extend the capabilities of their platforms with a rich ecosystem of partner applications.
- Use **advanced analytics capabilities** to make sense of all the data from connected devices and guests, along with context awareness. This is where SAS[®] Customer Intelligence - built on SAS Event Stream Processing, SAS Real-Time Decision Manager, SAS Visual Analytics and SAS[®] Viya[®] - enters the equation.
- Together, these solutions help hospitality leaders use data to determine **what to do, when, with whom and how**. Cisco Meraki, Cisco DNA Spaces and SAS Customer Intelligence will know an event occurred, with Meraki sending information to DNA Spaces to enrich the guest information, along with the guest location data. SAS then uses this data to identify guest engagement triggers and determine the next best action.
- Power all of the above with **serious data processing muscle**, which is where Intel's world-leading processing capabilities play a huge role.



The SAS, Cisco and Intel difference

Delivering an amazing **connected guest experience** requires several different sophisticated technologies that should work together seamlessly. That's why SAS, Cisco and Intel have closely collaborated to create a truly connected guest experience solution for customers in the hospitality sector. Customers who choose this solution benefit from capabilities widely acknowledged for their power and sophistication – working together.

SAS Customer Intelligence tools, for example, “earned near-perfect marks” in Forrester’s decision arbitration

category for predictive and real-time analytics, AI and offer optimization.

Cisco’s Meraki technology now boasts more than 230,000 customers and more than 3 million network devices online around the world. Meraki includes wireless, switching, security, communications and security cameras, all managed through an intuitive web-based dashboard.

Cisco DNA Spaces offers a unified location cloud that takes input from multiple sources – such as controllers, APIs, cameras and sensors – then processes, filters and cleanses the data.

DNA Spaces provides toolkits to act on this data and deliver business outcomes, with integration and interoperability with solution partners – backed by 24/7 support and monitoring.

Intel processing makes all of this possible. SAS and Cisco have each optimized their code to take advantage of the Intel architecture.

It all adds up to the most advanced, integrated customer experience solution – attuned to the unique demands of the hospitality industry and available today.

Benefits

- Know *all* your guests better.
- Understand guest context, travel partners, frequency and patterns.
- Identify when the time is right to contact a guest – and when it’s wrong.
- Identify and engage with guests, with and without the use of a mobile application.
- Unify customer data across all interaction channels.
- Effectively combine staff capabilities, back-office and operational systems, and on-property resources to provide an optimal and contextual connected guest experience.

What our customers are doing

Personalized greeting upon arrival

To provide an exceptional, engaging customer experience, this hospitality service provider uses SAS, Cisco and Intel technologies to send guests a personalized greeting upon arrival: “Welcome to the [hotel name], John. We appreciate

your being a Platinum Elite member. Please let us know if there’s anything we can do to make your stay more pleasant.” The solution’s dashboard shows the staff which guests are in range of the property. The dashboard also provides guest profile information, current location, previous location and any notes entered by staff members in the past.

Push to lobby bar

This hotel chain drives additional food and beverage revenue by targeting and engaging with guests who are known to be on the property, sending them a notification of drink specials or reminders about the lobby bars. The system also avoids sending duplicative offers.



Push to restaurant

What if the lobby bar is full, but the hotel restaurant has seat availability? A focused, soft-push notification to on-property guests, letting them know their best options for dining or entertainment considering any current long waits, can make a big difference. This hotel is able to provide personalized updates: “Hello, Marcus. There are a few reservations left for tonight at our restaurant. Check with our concierge for your optimal seating time and tonight’s specials.”

Push to rooftop bar

During peak times, to balance demand with availability, this hotel sends “current condition” updates to on-site guests, such as: “The lobby bar is in full swing, Sarah! Meanwhile, it’s 72 degrees outside and our rooftop bar has plenty of seating if you’re looking for another option.” Or: “Hey Adrian – need a break after a long day? You’re invited to enjoy half off a dessert or an appetizer at our rooftop bar overlooking downtown.”



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