In addition, hotels are under pressure to get more out of their properties. Increasing productivity must improve to deliver better services with existing resources. Employee turnover is a constant problem that needs to be managed. Guest safety and security are primary concerns, requiring better surveillance and monitoring. And operational costs must be controlled. However, adding new services and services to support these goals can erode profitability, and these services must be deployed efficiently.

The Cisco Connected Hotel
Increase Guest Loyalty, Deliver Customized Services, and Optimize Operations

In the hospitality industry, service will always be the differentiator. But guest expectations for hotel services have already exceeded the most ambitious forecasts. Today’s leading hotels are offering more to their guests and getting more from their properties: higher revenue per available room, improved guest loyalty—and ultimately, more profits.

Hotels must address a tightly competitive environment, declining customer loyalty and guest technology needs that surpass the capabilities of many of today’s properties. Needs such as videoconferencing, integrated messaging, and high-speed wireless access throughout the hotel. Differences are no longer in the hotel but in the access across the room. What today’s traveler wants to extend their work and home capabilities into the travel environment, demanding full access to leading technology during their visit as well as a comfortable room.

In addition, hotels are under pressure to get more out of their properties. Increasing revenues per available room is a constant requirement to maintain profitability. Staff productivity must improve to deliver better services with existing resources. Employee turnover is a constant problem that needs to be managed. Guest safety and security are primary concerns, requiring better surveillance and monitoring. And operational costs must be controlled. However, adding new services and services to support these goals can erode profitability, and these services must be deployed efficiently.
A Single Network Can Deliver a Suite of Improvements

Connecting properties has already begun transforming a network infrastructure that offers the flexibility and scalability to adapt to the ever-evolving guest, staff, and property management environment. This infrastructure supports converged, network-based services—so-named for its integration of voice, data, and video networking services. The Cisco Connected Hotel delivers an IP infrastructure that effectively supports the current and the next generation of hospitality solutions. A Cisco IP network will deliver new property enhancements. An IP-based solution should provide:
• A foundation for enhanced applications that can generate new revenue streams, deliver new property enhancements. An IP-based solution should provide:
• A core infrastructure that supports a secure, flexible, and scalable network for the long term.

Advanced technologies that will increase staff productivity and improve guest experience through more meaningful services and marketing. A foundation for enhanced applications that can generate new revenue streams, improve operations, and offer a competitive advantage.

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Imagine:
Imagine: The Cisco Connected Hotel is based on the concept that the most fundamental need for today’s hospitality business is a cost-effective, scalable, flexible, and secure network that supports a rich set of services.

A Cisco Connected Hotel is highly available, delivering a suite of improvements over one converged, IP-based network. This converged, IP-based network can be the platform for all communications. With Cisco Connected Hotel solutions, hotels can integrate disparate communication systems—radio, analog, digital, and wireless—into a single, reliable, and secure network. This network connects guests and staff to one another and to the world. The Cisco Connected Hotel is based on the concept that the most fundamental need for today’s hospitality business is a cost-effective, scalable, flexible, and secure network that supports a rich set of services.

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