

SAVE MONEY AND PROVIDE A BETTER  
GUEST EXPERIENCE WITH HOTEL  
TECHNOLOGY SOLUTIONS



**Virtualization Solutions  
for Hospitality**  
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# SAVE MONEY AND PROVIDE A BETTER GUEST EXPERIENCE WITH HOTEL TECHNOLOGY SOLUTIONS

The hospitality industry has forever been focused on the guest experience - with employees going out of their way in an effort to provide the best amenities and personalized experiences for the guests staying in their hotel. Hotel guests naturally choose hotels based on how well that particular hotel meets their needs and caters to their wants while providing all of those services at an affordable rate. Technology in the hospitality industry not only makes it possible to improve the guest experience and attract repeat customers and new hotel guests - but also to save a lot of money while better serving your guests.

## **Virtualization and Cloud Computing for Hotels**

Using a virtualized environment with cloud computing allows the hospitality industry to customize the experience for each guest and improve their overall productivity while saving money. For example, hotel janitorial workers used to have to count table linens, towels, robes and sheets by hand as they clean room after room on their way to the laundry to limit theft of these items. Many hotels have now stitched small, radio frequency ID tags into the linens that allow the items to automatically be counted by sensors in the hallway as the carts of linens move through the building toward the laundry room. Using this technology saves time physically counting the linens, reduces error, and helps reduce theft – all saving money for the hotel.

## **No Capital Costs**

Every time your hotel requires new servers, hardware, or software – there is an upfront capital cost of setting it up



and obtaining the equipment. When you make use of cloud computing, financing the investment for the equipment and the staffing necessary to make it all run the way it is supposed to is no longer your problem or expense. Cloud computing allows you to take advantage of the latest and most up to date technology to service your guests efficiently without adding to your capital costs.

### **Reduced Electricity Costs**

When you have your own data center with servers you pay more electricity for those servers than you do for accessing a cloud service provider. Your electricity bill will be considerably lower when you transition from having your own data center to using the cloud.

### **Reduced Staff Expenses**

The most expensive line item on your budget is likely to be your IT staff salaries. This is because recruiting good

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IT employees requires offering competitive salaries and benefits. By moving your hotel IT staffing needs to the cloud, you end up with access to even more experienced and specialized IT workers but without the expense of hiring more people to your in-house team.

Using the cloud does not necessarily mean you have to let go of your dedicated IT staff, either. What generally happens is your over-worked and valuable IT people can put their time and effort into areas that generate higher profits for the hotel while the cloud service ensures the technology to support the efforts is in good working order. Technology can also make it possible to reduce the number of employees overall by automating some of the tasks that were previously done manually.

#### **Elimination of Downtime**

One of the biggest problems your hotel staff can face is computer failure at the front desk on a busy weekend



morning. You probably don't have a fully staffed IT department on the weekend, but with cloud-based IT support, you have engineers and help desk service available around the clock.

### **Customizing Guest Experiences**

Don't forget about using social media and mobile apps to improve your guest experience in your hotel. For example, if you see someone mention they're checking into your hotel on Twitter, welcome them online and get prepared for their arrival. Offer specials to people who check in with Four Square or other online services, such as a free drink or appetizer from the hotel bar. This use of technology provides a memorable guest experience and barely makes a dent in your marketing budget.

Use a mobile app to allow guests to deliver housekeeping requests from their rooms. The app can automatically assign a staff member and load a task list unique to the request being made. The employee can check off each task as it is completed. Not only are guests needs being met more efficiently, but it cuts down on time spent by front-desk staff trying to interpreting the guest needs via phone, and it ensures consistency in the process.

Many hotels are just beginning to explore the benefits of technology for both improving guest experiences and cost savings. Technology in the hospitality industry is a consumer driven phenomenon and hotels must be prepared to fully embrace the changes to remain competitive. By establishing a strategic partnership with hospitality technology providers and implementing a variety of solutions unique to your needs, your hotel will decrease expenses and increase efficiency.





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