

HOTEL Yearbook 2014

FORESIGHT AND INNOVATION IN THE GLOBAL HOTEL INDUSTRY

SPECIAL
EDITION ON

TECHNOLOGY



Hotel processes of the future: smooth, efficient, speedy... and non-human

by **Darren Panto**  & **Chris Atkin** 

For hotels, Darren Panto and Chris Atkin of iRiS argue that the future will bring “a true mash up of software” that will enable them to share and manage content, make bookings – and what’s more, the systems will understand the guest’s profile and deliver relevant content and services. If that is what’s coming down the line, they say, the industry’s leading technology suppliers will need to work more closely and adopt open standards.

Everyone is talking about “mobile” right now and the truth is that increasing numbers of people are adopting mobile communication methods. We are carrying more content in our pockets than could have been kept in a city library 20 years ago.

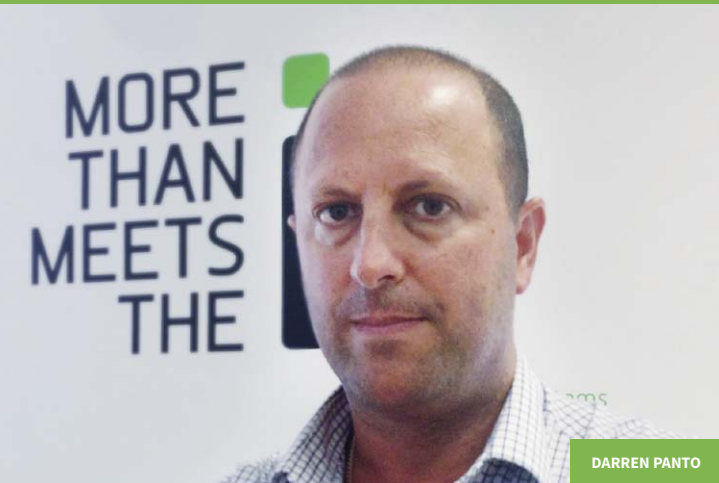
The hotel industry is now taking its lead from the airline, banking and retail sectors, making check-in seamless and enabling services to be purchased easily through well-designed applications. Guests want to be able to use technology to speed up processes, aid their lifestyle and be there if they want it, thus ensuring it provides a real service. In addition, done smartly, it can offer a truly personal service with relevant content delivered specifically for that guest.

Hotels are seeking smooth, efficient, speedy non-human processes to improve the guest experience. Why? Because this is what guests (particularly business travellers) are demanding. PMS providers are working on achieving these functions as well as on their integrations capabilities. Elegant and uninterrupted

connectivity will be critical, networks delivered as a utility and not a value added service will finally differentiate the leaders from the followers. Guests are not just bringing their own devices, they are also bringing their own content, and they want to present this onto the glass in the meetings rooms without having to carry a bag full of cables.

So just how far can this technology go – and how far will both hotels and guests want it to go? It seems the possibilities are endless and boundaries will continuously be pushed further. Make no mistake, technology is here to stay and hotels must embrace and seize upon it as an opportunity to improve guest experience and increase revenue. We see this as becoming increasingly important for not just hotels, but also resorts and of course cruise ships allowing guests to make free calls within the resort/hotel/ ship and cheaper ones outside.

In conclusion, the next phase will be a true mash up of software, that will deliver a wealth of opportunities to share and manage content, make bookings and requests, and



the systems will understand the guest's profile and deliver relevant content and services in a timely manner. The industry's leading technology suppliers will need to work more closely, adopting open standards and removing the shackles of the past. Hoteliers hope this will create a wealth of opportunity requiring them to break out of the boundaries of the physical into the digital world. To achieve their objectives, they will need to foster closer relationships with their ecosystem of suppliers and work as a team to deliver these new and exciting ways of delivering value to all their stakeholders.

iRiS

apps changing hospitality

About iRiS Software Systems

London-based iRiS Software Systems Ltd is an award-winning interactive guest services application creator, providing apps designed for hotels, cruise lines and restaurants. The iRiS applications are designed to improve the guest experience, increase revenues and reduce costs, improve communications between guests and staff and provide a smart marketing tool. Both tablet and mobile phone applications are available.

iRiS Valet is the award-winning, interactive, multi-lingual guest services app. The iRiS F&B Suite is a world-leading multi-lingual, digital menu, sommelier and bar application.

More than 200 hotels worldwide currently work with iRiS Valet and/or iRiS F&B.

Luxury hotel group, Kempinski Hotels has selected iRiS Software as a key guest services technology provider and is installing iRiS applications across its worldwide network. iRiS works with other major hotel brands including: Mandarin Oriental, Orient Express, Starwood, Hilton, Accor, Swire, as well as with a number of independents.

iRiS has representation across every continent with major offices in UK, USA and Asia. Countries with iRiS installations include: USA, Canada, UK, France, Germany, Austria, Hungary, Mauritius, Switzerland, China, Hong Kong, Thailand, Singapore, Malaysia, Russia, Dubai, Abu Dhabi, India, Kenya, Malta, Turkey, Qatar and Australia.

iRiS won the 2012 Travolution Technological Innovation Award for its market-leading iRiS Valet application that allows guests to view hotel facilities and book services at the touch of a button.

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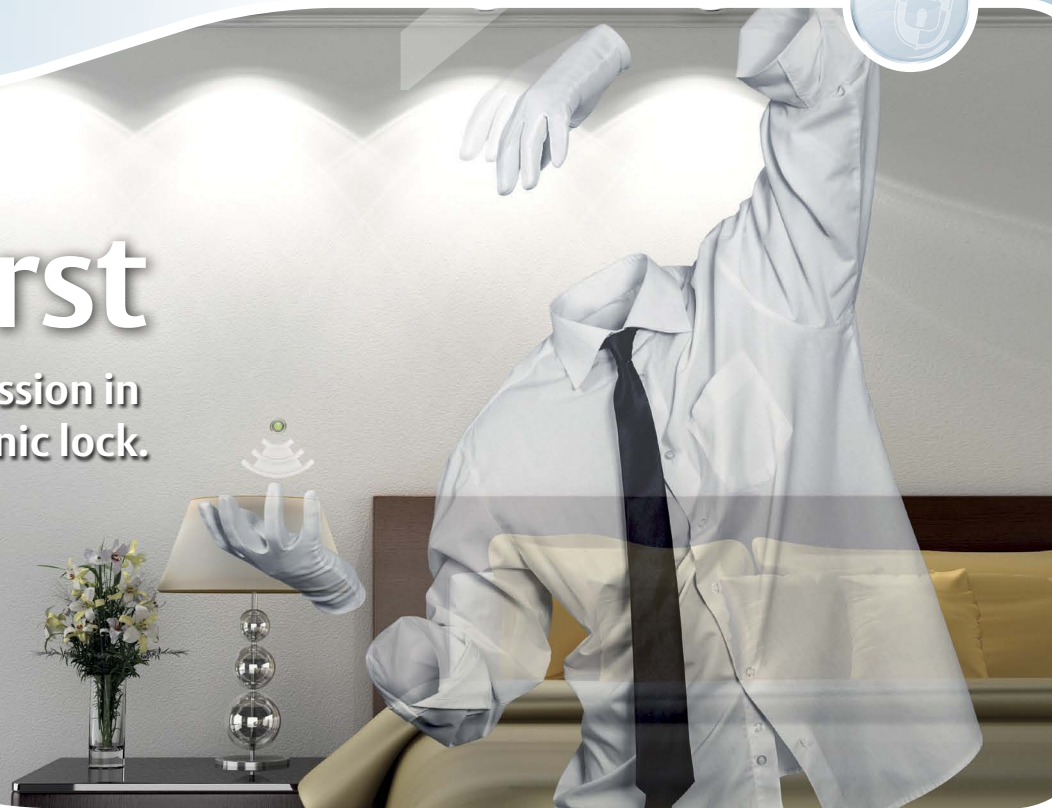
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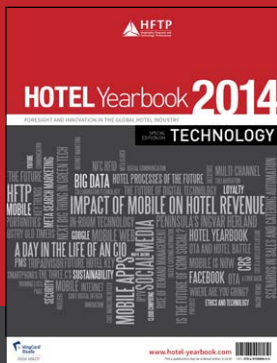
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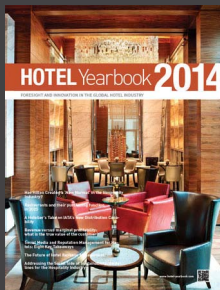
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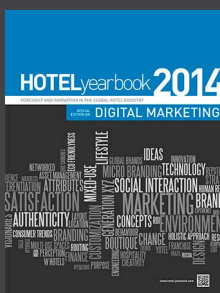
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Hotel Yearbook 2014

In 2014, the Hotel Yearbook will feature a comprehensive outlook for major geo markets as well as indepth interviews with hotel group executives focusing on key segments including luxury and lifestyle brands. Additional articles include expert views in the fields of design, environment, technology, social media, finance, education, business travel and human resources.

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HYB Special Edition - Hotel Concepts 2014

The Hotel Yearbook branches out again with a new Special Edition on innovative hotel concepts within the global hospitality industry. Authors include some of the industry's best known thinkers and doers in various fields such as architecture, interior design, branding and consumer marketing. More information on this special edition will be made available very soon!

- This edition will be available from 22 March 2014