technology as competitive differentiator

With the increasing mobility of technology-reliant business travelers, the hospitality market is primed for a technology revolution. Guests want to be “connected” at all times. Business travelers are seeking high-speed broadband Internet access as a differentiator for their hotel of choice.

The hotel network is also critical for achieving operational efficiencies and reducing costs. By leveraging the guest network, hotels can implement applications to increase employee productivity and reduce building management costs while enhancing guest satisfaction.

The HP Intelligent Hotel Solution enables guests to conduct business meetings, print color documents, or access their corporate intranet, securely, from anywhere in the hotel. Guests can also use their wireless laptop or Personal Digital Assistant (PDA) to access information and entertainment, pay their bill, or make travel and dinner reservations from throughout the hotel premise.

Wireless housekeeping applications and environmental control systems facilitate productivity and improved energy and building management. Other housekeeping applications can provide improved management of guest maintenance requests, mini-bar and room inventory.

benefits

attract repeat business travelers
generate new revenue streams
increase guest value
establish market differentiation
increase operational efficiencies
hp intelligent hotel solution offerings

- high-speed broadband Internet access
- video-on-demand
- just-in-time housekeeping
- printing solutions
- wireless LAN
- hotel service portals
- financing

broadband Internet access
High-speed, secure Internet access using the latest technologies like xDSL, cable modem, Ethernet, and wireless LAN.

digital video-on-demand
Enjoy movies, music and games “on-demand” from guestrooms.

just-in-time housekeeping
Applications accessed via a wireless PDA to manage housekeeping tasks, mini-bar control and guest maintenance requests.

printing solutions
Wired or wireless HP quality printing solutions available for guest rooms, meeting rooms and public access areas.

wireless LAN
Access the hotel portal, email or the Internet using a wireless PDA over a secure, wireless LAN.

hotel service portals
Content and services customized for your guests including online access to the Internet, printing, account information, hotel services, reservations and boutique specials.

financing
Creative financing alternatives to help you balance capital expenditures and operating expenses.

"With the increasing mobility among workers and the acknowledged loss of productivity incurred during these periods, there is a growing acceptance of mobile broadband connectivity. Hotels and service providers have capitalized on this demand by delivering broadband via wired and wireless technologies to guestrooms, lobbies, meeting rooms and poolside."

Cahner’s In-Stat Group
Wet Bars, HBO, and High-Speed: The Hotel Broadband Market, 2001

for more information

To learn more about HP Network Services, contact your local HP sales representative or visit our website at: http://www.hp.com/go/networks.

For more information about Cahner’s In-Stat Group, visit their website at http://www.instat.com.

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