



“75% of all Business travelers travel with laptops”
AAA Diamond Ratings Guide

“In 2005, the cost of operating a hotel rose by 6.5%”
Hotel News Resources

“In 2005, hotel utility costs rose by 13%”
Hotel News Resources

“The cost of turnover at the front desk can average almost \$6000/year”
Cornell Research Center

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 moved beyond maid, room, and valet. Tomorrow's leading hotels will offer more to their guests and get more from their properties. More services, productivity, guest loyalty—and ultimately, more profits.

Hotels must address a highly competitive environment, declining customer loyalty, and guests with 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. Differentiation is no longer in the décor, but in the access a hotel can offer. Today's travelers want 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 amenities and services to support these goals can erode profitability, and these services must be deployed efficiently.



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

©2007 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, GigaStack, HomeLink, Internet Quotient, IOS, iPhone, IP/TV, IQ Expertise, the IQ logo, IQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0701R)
C02-403048-00 04/07



The Cisco Connected Hotel



Results: The Vision for Next-Generation Properties
The Cisco solution has increased property profitability for Ballantyne Village by reducing operational costs and generating new revenue streams. Ballantyne has successfully connected its original vision and master plan with a technology budget that includes a comprehensive scope of services and ongoing property maintenance.

Ballantyne Village
Ballantyne Village, a 2000-acre development in Charlotte, North Carolina, is comprised of luxury condominiums, office and retail space, restaurants, a hotel, and a movie theater. The owner of Ballantyne is committed to using technology throughout the development to offer customers, owners, and guests unprecedented value and an efficient, state-of-the-art experience. The entire Ballantyne campus has integrated building operations, tenant and resident services, and customer experience-enhancing capabilities over the Cisco Connected Real Estate Platform. Guests and residents have access to free, high-speed, wireless connectivity both inside buildings and in outdoor areas. Tenants can access television, ambient music, programmed scents, and digital signage advertising, all delivered over the Cisco solution—which also supports security, sub-metering, digitally controlled accent LED lighting, and all property management capabilities.

Results: A Platform for the Future
Hotel 1000 will integrate back-end operations over the Cisco IP network to reduce expenses and management costs, and will deploy next-generation guest services to increase revenues.

Hotel 1000
Hotel 1000, a new, state-of-the-art hotel opening in downtown Seattle, chose Cisco to integrate data, voice, and video over a fully converged network infrastructure. Hotel 1000 is focused on satisfying the sophisticated technology needs of guests and staff who require access to flexible and enhanced communications services while on the road. The 120-room property will offer wireless Internet access in rooms and common areas, voicemail, and phone-based self-service functions. Each room is equipped with a Cisco touch-screen phone that provides information on local attractions, restaurants, room services, and weather forecasts. The hotel will also integrate property management services, such as Sony IP-based security cameras, which provide high-resolution images and audio through a built-in Web server and network interface. A video service in the golf clubroom will allow guests to play virtual golf from any of the world's top courses.

For more information, contact your local account representative or visit www.cisco.com.



A Single Network Can Deliver a Suite of Improvements

Forward-thinking properties have already begun building a network infrastructure that offers the flexibility and scalability to adapt to the ever-evolving guest, staff, and property management needs. These next-generation infrastructures are based on a converged network. They integrate with today's solutions—such as reservation, surveillance, and billing systems—and support the newest applications and technologies. The goal is to take advantage of tomorrow's opportunities while protecting today's existing investments.

With an IP-based network infrastructure, hotels can deploy a flexible solution integrating data, voice, video, and convergence applications tailored to their needs. This converged network is a strategic asset for hotels to profitably improve the guest experience, increase staff productivity, reduce operational expenses such as energy costs, and 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 new services while managing costs
- A foundation for enhanced applications that can generate new revenue streams, improve operations, and offer hotels a competitive advantage

The Cisco Connected Hotel

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 become as fundamental as plumbing, piping, and wiring in every hotel property. With a converged Cisco IP network, hotels can add services and reduce costs by integrating existing communications, security, and building automation systems over one secure, flexible, and scalable network. It is the network foundation that will meet today's needs and support future requirements.

The Cisco Connected Hotel is based on the concept that the most fundamental need for leading hotels is connectivity—both within the property and to the outside world. Guests can have access to their own content or new entertainment, communications, and technology services delivered by the property over a converged network. Wireless solutions can allow hotels to extend the reach of their services and marketing messages to common areas and the outdoors. Today's disparate building management systems that control heating, ventilation, and air conditioning (HVAC); elevators; security; lighting; and access can be converged onto this single platform. By integrating all systems together over a Cisco network, guests, employees, and partners can access information and services—and each other—from any place, at anytime.

In addition, a Cisco converged network can deliver high-value services that will potentially generate new revenues and positively impact the profit line. High-speed wireless Internet access, audio- and videoconferencing, and digital signage will support new levels of enhanced communications, as well as give hotels the option of realizing additional fees and advertising revenues.

The benefits of the Cisco Connected Hotel fall into three main categories: guest services, staff services, and property management operations.



Guest Services

Hotels can extend marketing throughout the property and into guests' rooms, offering on-screen advertising in lobby kiosks, flat screens, and in-room televisions. This advertising can generate additional revenue from partners, while helping to promote hotel services to guests. In-room entertainment services can include revenue-generating video, music, and gaming, all delivered over the same converged network. Hotels can better respond to guests using automated check-in and checkout, online concierge, service, and help desk requests. Next-generation services, delivered over a Cisco converged network, include personalized room settings for controlling temperature and lighting, personalized interactive multimedia, and high-speed Internet access with personalized content. In addition, a Cisco Connected Hotel supports the trend toward self-service—allowing guests to access personalized content, which is then delivered over the converged infrastructure into the guest room.

Imagine: A guest room where lights, temperature, and room controls are automatically adjusted to meet the comfort and security level the guest desires, supported by a converged network that allows input using a TV or phone screen.

Staff Services

The Cisco Connected Hotel allows hotels to improve sales and marketing capabilities, enhance room management, refine front-office services, and develop better employee and human resources management. With a converged IP network, hotels can consolidate market intelligence collected from guest information to create customized offers and promotions. Hotels can develop their own property-specific digital TV channels, offering personalized, flexible, dynamic content. In addition, hotel staff can access more current information about room status and availability, minibar status, and order requests and delivery, by consolidating all internal hotel management systems onto one network.

The Cisco Connected Hotel integrates with existing database management solutions, reservation and booking systems, and human resource management systems. A converged network can be the platform for all communications. With Cisco Connected Hotel solutions, hotels can integrate disparate communications systems—radio, analog, Global System for Mobile Communications (GSM), and pager communications—onto one converged network. Hotel staff can be equipped with land mobile radios (LMRs), which integrate existing two-way radio systems with Cisco IP telephony. Dual-mode phones allow hotel management to use a single device for both GSM and wireless communications.

Imagine: Wireless location services allow hotels to locate staff and high-value items, and deliver personal items or services—be it tailored content, marketing, or communications—to the exact location of a guest, whether the guest is in a meeting, conference room, in the casino, or by the pool.

Property Management Operations

A Cisco converged network helps enable a new generation of property management solutions—the Cisco Intelligent Property. The Cisco Intelligent Property allows hotels to integrate disparate building systems that run over separate networks with independent control devices. Lighting, elevators, HVAC, fire control, energy management, video surveillance, and other security technologies can all be managed and controlled over one converged, IP-based network. This same network supports all staff and guest services, offering a level of integration that allows hotels to get the most out of their resources—technology, employees, and their property. Information is shared across the hotel systems, allowing employees to make better decisions and operate more efficiently.



Why Cisco

Cisco Systems® is an industry leader in delivering secure, flexible, and scalable networking, including converged networks that support IP and wireless technologies. A Cisco network foundation allows hotel properties to integrate communications, security, services, and building systems over one IP-based network. Data, voice, video, and critical applications can be managed and monitored over a single network that will grow to accommodate property needs in the future.

In strategic markets, Cisco teams with application providers to deliver a comprehensive solution. Cisco is known for its extensive, best-in-class partnerships with major solution providers, helping to ensure that hotels have access to the most current applications and technologies that are tailored to the needs of the hospitality industry. These solutions provide the framework for services that will help increase the profit line.

Cisco delivers the Whole Offer—from network platform and solutions partnerships to service, support, and financing. In the service-oriented world of hospitality, network reliability and accessibility are essential to keeping guest services and property operations up and working.

Case Studies

Starwood Hotels

Facing a sharp increase in energy costs, Starwood Hotels deployed the INNCOM energy management system based on a Cisco IP network to cut costs, manage operations, and improve the guest experience. Starwood Hotels installed infrared sensors and thermostats in each of its 480 guest rooms, to detect when rooms are vacant, and shut off energy-consuming lights, heat, and air conditioning. The INNCOM system was integrated into the hotel operations, using existing wiring, saving the hotel the significant expense of rewiring.

Results: Energy Costs Reduced by 11 Percent

The Cisco and INNCOM solution saves the hotel US\$73,600 annually, or approximately 11 percent of the hotel energy charges per year. In addition, Starwood generated US\$185,000 in incremental revenue per property with new high-speed Internet access service, resulting in a total 33 percent return on investment (ROI) for the Cisco and INNCOM solution.

Crowne Plaza, Dublin

The Crowne Plaza Dublin, a four-star international hotel, opened in 2003, facing a global economic downturn and challenging hospitality market. The hotel needed to increase revenues and differentiate itself from competitors by improving the quality and value of its services. The Crowne Plaza believed that technology was the answer—and decided on a Cisco IP network, which would act as the foundation for the future while allowing the hotel to quickly deploy enhanced services. The Crowne Plaza started by offering high-speed Internet access in rooms and wireless voice and data access for business conferencing in common areas of the hotel. The new services were designed to attract business travelers and keep the hotel a step ahead of competition.

Results: Occupancy and Guest Loyalty on the Rise

After deploying the Cisco IP network and enhanced services, the Crowne Plaza's profitable occupancy soared, and customer satisfaction increased dramatically. Guests attributed their repeat business to the new technology services the hotel has deployed over the Cisco network. After three months, the Crowne Plaza had enough confidence in its network to deploy a similar Cisco solution in a sister hotel. The Crowne Plaza projected an ROI on their network operation in three years or less.