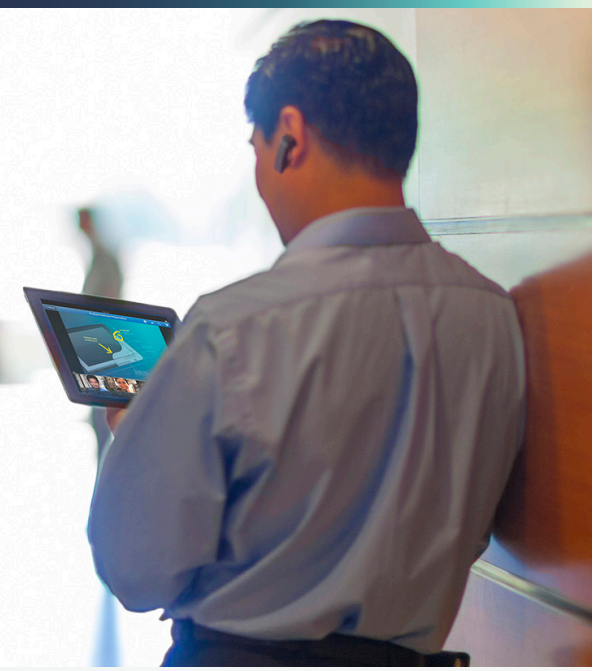
At-a-Glance



Cisco Collaboration Solution for Hospitality

Deliver Superior Guest Experiences

Remaining competitive in this industry is tough. To outpace the competition, you need to deliver extraordinary guest experiences that keep your customers coming back for more. Achieve this with the Cisco® solution for Hospitality, which combines world-leading networking, wireless, security, communications, and collaboration technologies. Enable your users to collaborate more smoothly, quickly, and easily, at any time, from any location, and using their preferred device.

Changing Demands and Expectations

Customer expectations of the guest experience have changed. With the explosive growth of mobile devices, Wi-Fi, video on-demand, and more, guests now arrive expecting to enjoy the same always-on, always-connected experiences they have at home, at work, and on the go. As traditional communications systems are unable to meet these demands, customers may be unsatisfied with their experiences. Cisco can help.

Create Unforgettable Customer Experiences

We built the Cisco solution for Hospitality with the finest networking, wireless (Wi-Fi), communications, and collaboration capabilities so you can deliver world-class experiences for your guests. Our goal: improve communications while eliminating expensive call service and international roaming charges for you and your customers.

Imagine your guests having quick and easy access to responsive staff at any time, from anywhere on the premise, using any device they choose. Or making a video call to the concierge and interacting face-to-face from their own room when making show or restaurant recommendations. Or enabling your staff to securely collaborate using high definition video on their mobile devices to view ideas and plans for an upcoming guest reception. The possibilities are endless with the Cisco solution for Hospitality.

Benefits for Your Business

- **Improve Satisfaction:** Enhance guest experiences in-room and throughout your hotel
- **Increase Revenue:** Monetize access to Wi-Fi communications, virtual concierge hotel facilities, business video collaboration, and other new business and guest services
- **Connect Users:** Increase staff productivity and guest accessibility using mobile video, voice, messaging, and chat
- **Lower Costs:** Consolidate server hardware to reduce associated power, cooling, and maintenance costs, and lower cellular and “push to talk” costs by leveraging your Wi-Fi network
- **Streamline Operations:** Ease burdened IT staff with one centrally-managed, virtualized communications infrastructure that is easy-to-install, deploy, manage, maintain, and use

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"In Cisco, we found a single, trusted vendor for all of our video and collaboration needs for business, entertainment, and physical safety."

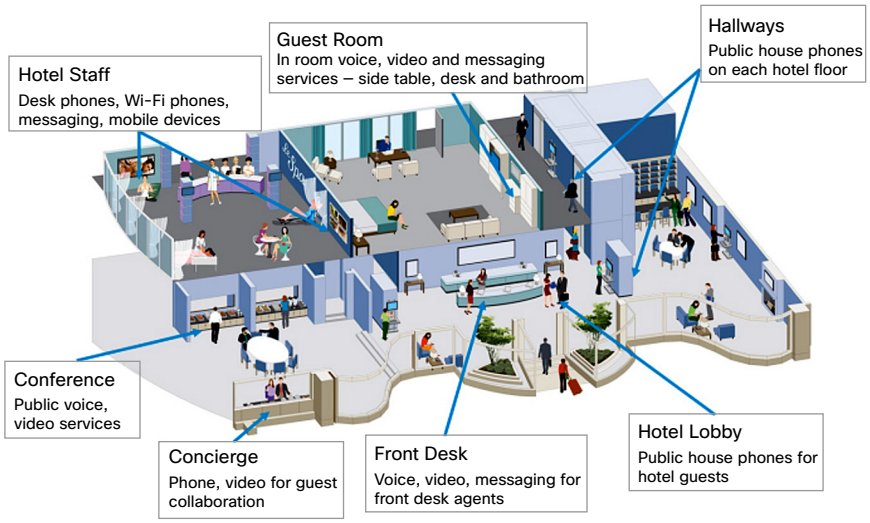
Nicolas Corrochano,
Vice President of IT,
MDM Development Group,
Property Developer,
JW Marriott Marquis Miami

Why Cisco for Your Business?

The industry leader in IP Communications, data networking, and network security, Cisco and our partners make it possible for organizations like yours to create exceptional customer experiences, innovate faster and better, and work smarter and more efficiently. We invite you to experience the business transforming benefits of Cisco technology.

Purpose-built, All-in-One Solution

The Cisco solution for Hospitality brings together state-of-the-art voice communications, Wi-Fi, mobility, and video in one powerful, centrally-managed platform that can help your guests and staff connect anytime, anywhere, using any type of device. The solution is packaged with enterprise-grade unified communications and collaboration technologies that businesses like yours rely on to transform their customer experiences.



- **Integrated: Unified Communications Capabilities**
  - IP-based voice, video, mobility, mobility/UC integration
  - Web, multi-party video conferencing, including B2C and B2B
  - Presence, paging, and chat
  - 24-hour emergency services access
  - Contact center for up to 100 agents
  - Open and interoperable architecture
- **Connected: From the Browser to Boardroom**
  - Wi-Fi-enabled user-owned smartphones, cell phones, tablets, and laptops
  - Broad choice of IP and video phones, advanced collaboration endpoints, soft clients, and video collaboration room systems

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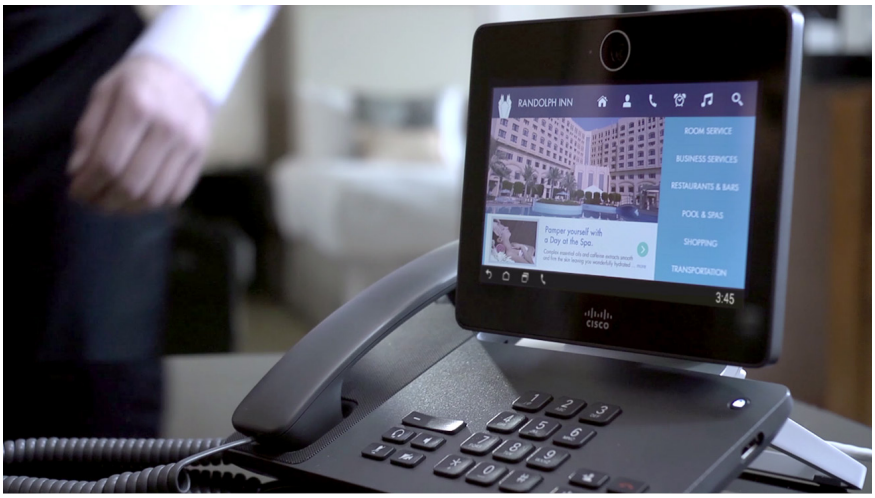
Benefits for Your Customers

- **Delightful Services:** Receive highly-personalized voice and video messages
- **Increase Reach:** Access information, send and receive calls and messages from fixed and mobile devices anywhere on the premise
- **Always Connected:** Communicate with friends, family, co-workers, customers, and partners at anytime
- **Lower Costs:** Reduce personal cellular roaming and other call service charges for international guests with connectivity to the hotel communications network

"Our resorts are open 24/7, and we needed a company that could deliver guaranteed, high-level service to enhance our premier resorts' offerings. We found that through our partnership with Mobilitie and their use of Cisco Systems wireless network infrastructure. No one else in Las Vegas, and even in the U.S., can offer the unique scale, quantity and quality of wireless services we now have available."

John Bollen,
Senior Vice President and Chief Digital Officer,
MGM Resorts International



- **Interoperable: Third-party Applications and Devices**
  - Integrates with leading property management systems (PMS) through middleware, with full call accounting
  - Support for standards-based, third-party hospitality phones with hotel-specific speed dial functions
  - Comprehensive support for analog phones via an analog gateway
- **Simple: Ready-to-Activate Out of the Box**
  - Fast and easy-to-install, deploy, manage, and use
  - Optimized for use over your fixed and Wi-Fi network
  - Rapid productivity gains with reduced operating expenses (OpEx)
- **Scalable: Built-in Ability to Grow and Change**
  - Supports up to 1000 users, 2500 devices, and 50 locations
  - Investment protection through seamless hardware, software, and license migration to larger capacity Cisco communications systems

To find out more about how the Cisco solution for Hospitality can help transform your hospitality business, visit cisco.com/go/hospitality.

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