

A photograph of a modern hotel room interior. The room features a large bed with a white headboard and a blue armchair. A desk with a purple chair and a television are visible on the right side. The room has large windows with white curtains and a wooden floor.

# THE CHANGING WORLD OF HOSPITALITY

## Striving for 100% Room Availability

Critical in the hospitality industry is the ability to make sure that every potential guest room remains successfully operating and available to guests. Full occupancy maximizes revenue for the hotelier.

When the hotelier is aware of technical issues, room inventory is decreased until the proper maintenance is performed. When the hotelier is not aware of an issue, it's even worse, as malfunctioning systems inhibit the guest experience and create negative guest reviews.

Proactive monitoring of systems prevents maintenance issues from affecting the guest experience and enables the hotelier to efficiently maintain all systems in the most cost-effective manner.

Corserva understands. We partner with you to deploy the correct technology solutions that will create positive reviews while reducing your operating expenses. Corserva provides 24x7x365 support and proactively monitors your connected systems to prevent a negative guest experience. We can install and support standalone solutions that work within your existing infrastructure and can be upgraded in the future. We can also integrate multiple technologies to increase profitability and guest satisfaction.

“

We found a great partner in Corserva. The team was available when we needed, worked hard and was very responsive during the installation of our access control system.

”

— John Estabrook, Director of Security, The Lenox Hotel

# Property Management Technology Solutions

## Access Control

Electronic access control systems are used to secure guest rooms as well as back of house locations including offices, business centers, fitness rooms, parking areas, outside doors, and external gates. When you can replace physical keys with rewritable plastic keycards, wristbands, and digital keys controlled from a smartphone, you increase security while delivering a better guest experience.

## PMS

Your hotel's property management system (PMS) may be the most critical platform to the successful operation of your hotel. In addition to providing technical support for any outages (which can be crucial if your PMS is cloud-based), Corserva can integrate your PMS with other systems such as the guest room television to provide personalized experiences including welcome messages, restaurant reservations, and expedited guest check-out.

## Voice over IP (VoIP)

With a hosted VoIP service, you can reduce your investment in hardware and software. In addition, your internal staff is freed up from having to manage your communications system. Features that support today's mobile workforce include call forwarding from desk phones to mobile phones, and service availability anytime, anywhere, and on any device.

## In-Room Safes

By offering in-room safes within your hotel guest rooms, you provide a compact, discreet, secure, convenient location for guests to lock up their most precious valuables, such as cash, credit cards, passports, mobile phones, tablets, laptops, etc.

## Energy Management

Next to the labor costs associated with running a hotel or resort, the operating expenses are the largest expenses in hospitality. With today's energy management systems, hoteliers can decrease operating costs by leveraging technology to turn energy-consuming systems up or down in unoccupied rooms.

## Water Management

Through remote monitoring you can automatically turn off faucets that are left running in an unoccupied guest room, which results in reduced utility costs. In addition, you prevent potential significant water damage to your property.

## Motorized Window Coverings

Motorized drapes and other automated window coverings can be used to reduce energy costs. You can set drapes or shades to close or open automatically in unoccupied guest rooms, depending on the time of year and outside temperature.

## Point of Sale (POS)

Mobile options for point of sale (POS) enable your employees to get out from behind the counter or cash register. Instead of making guests wait in line to pay, your employees meet customers where they are. POS technology increases sales and provides opportunities for up-selling.

# Guest Experience Technology Solutions

## WiFi

Today's guests bring multiple mobile devices when they visit your property. More so than any other amenity, bad WiFi is sure to lead to negative guest feedback. By building a strong wireless infrastructure (or supplementing an existing one), you can provide your guests and employees with secure WiFi that is available throughout your hotel or resort.

## Digital Signage

Large format displays create an ideal opportunity for hotels and resorts to offer promotions and other customized messages to guests. From one central location, you can manage the content across all your displays in all your locations in real-time. Use cases include menu boards, retail offers, and time-sensitive discounts.



## Smart TVs

Today's smart TVs enable hoteliers to transform the hotel room TV into a control hub. In addition to pushing out and managing world-class entertainment options across all the displays throughout a property, you can send customized messages on topics such as room service, wake-up calls, local destinations, and billing information. Hoteliers increase profits and promote their brand when they can deliver time-sensitive special offers on the TV.

## Content Casting

Visitors to your property carry a world of content in the palm of their hands from such services as Hulu® and Netflix®. By adding a content streaming device to your existing TV system in each hotel room, you enable your guests to easily stream their personal content from their mobile devices to the guest room TV without compromising their login credentials.

## In-Room Entertainment

Hotel guests have come to expect an in-room experience that makes them feel right at home in their guest room, and that includes access to world-class content streaming options. You can provide your guests with the best in today's HD entertainment options.

## Integration Services & Consulting

Hoteliers need to select the correct technologies in which to invest that will most benefit their specific property. In addition to installing future-proof standalone technology solutions that will work within your existing infrastructure, Conserva can integrate multiple technologies that will further lead to increased revenues and delighted guests.

# Best of Breed Technology Partners



Authorized Reseller



Lenovo

Access Controls



WiFi



Smart TVs



Content Casting



In-Room Entertainment



Digital Signage



Energy Management



In-Room Safes



Point of Sale (POS)



VoIP



# IT Consulting & Managed Services

## WiFi Assessments

Corserva can assess your existing wireless network to uncover potential technical deficiencies, and then design and implement a new or supplemental wireless infrastructure that will provide you with enterprise quality WiFi for guests and employees throughout your property.

## Managed Wireless Services

Our technical support teams provide ongoing monitoring and 24x7x365 support of your wireless network to ensure a secure, robust WiFi experience for staff and guests. This service includes regular feedback to you on your wireless network's bandwidth utilization, application usage, network health, customer engagement, and more.

## Network Assessments

When measuring the performance of your network as part of a network assessment, Corserva evaluates your entire IT environment including servers, switches, firewalls, routers, printers, staff workstations, etc. Once we have determined the current state of your network environment, we identify any changes that must be made to ensure your environment supports your business objectives.

## IT Security Assessments

To make sure the technology in use throughout your property is secure, we perform cybersecurity assessments and network penetration testing to evaluate the security of your IT infrastructure and make recommendations for improvements. Our staff have key security certifications including CISSP, CISM, CGE IT, CRISC, CEH, and CompTIA Security+.



# IT Consulting & Managed Services

## Network Infrastructure Design & Implementation Services

Whether for a network refresh or the build-out of a new property, today's guest experience requires an optimized network infrastructure. Corserva's network engineering team will work to align the proper network design with the defined business operations and guest experience requirements of the property. All necessary equipment procurement and installation services can be performed by the Corserva team.



## Virtual CIO Services

Corserva's virtual CIO services are the most effective way to tie IT strategy to business objectives for hospitality companies that do not have senior technical leadership in place. We can serve as your virtual CIO to guide in IT decisions, enabling you to maximize the value of your technology investment.

## Managed HSIA & Network Services

Guests visiting your hotel expect high speed internet access (HSIA), just like they have at home. Corserva can monitor your internet connectivity and provide 24x7x365 technical support when issues occur. We work directly with your ISP to resolve issues quickly and maintain a superior guest experience.

## Proactive IT Monitoring

From our US-based network operations centers, we provide 24x7x365 proactive monitoring of your connected systems. By proactively monitoring systems, the hotelier can schedule maintenance in the most cost effective way before an outage occurs and adversely impacts the guest. Frequently, we can proactively resolve issues remotely before your staff or guests are even aware maintenance was needed. We offer round-the-clock support via phone, email, and web.



## 24x7x365 Help Desk Support

At Corserva, we pride ourselves on making sure your systems remain up and running, and that any problems are resolved quickly and accurately. Our help desk technicians are available to you 24x7x365 via phone, email, and web from our US-staffed technical service centers. We take away the headache of dealing with multiple vendors by providing you with a single point of contact to handle any technology issues.

## Leveraging the IoT

Nearly every industry has been impacted by the Internet of Things (IoT), and hospitality is no exception. What has been harder to quantify is the best way for savvy hoteliers to leverage IoT to increase profitability.

Opportunities exist today to integrate multiple technologies

such as thermostats, hotel door locks, televisions, window coverings, lighting, and water valves. These integrations can result in reduced operating expenses for you and an improved guest experience.

As a property manager, it can be challenging to have a clear

understanding of the best technology choices for you and exactly how new technologies will work in your IT environment.

Corserva understands your quandary. We are vendor agnostic and work with you to understand your needs and make the optimal

Learn more: <https://hospitality.corserva.com/concept-center>

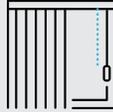
access control



energy management



window coverings



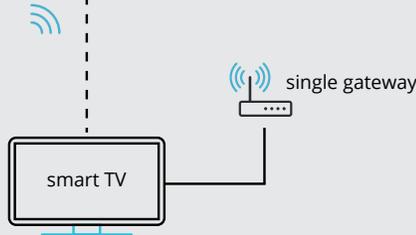
lighting



water management



control everything in the room from TV remote or mobile device



recommendations for your infrastructure. We deploy and support the next generation hospitality technology solutions that will create positive guest reviews while reducing your operating expenses.

## Reducing Vendor Complexity

Property owners are juggling multiple systems and multiple vendors. When there is a technology issue that is adversely impacting a guest, it can be difficult to determine which vendor to contact. There may be multiple sources causing the issue, and the hotelier is caught in the middle of vendor finger-pointing. The problem can be further exacerbated if the

issue occurs on the weekend or during a time when it is difficult to get vendor support. Meanwhile, the guest, who expects immediate remediation, is left dissatisfied.

Partnering with Corserva eliminates the complexity of dealing with multiple vendors. When an issue occurs, you only need to contact

Corserva and we take care of the rest. We will work to identify and remediate the problem, keeping you informed every step of the way to resolution. Even if the source of the issue originates from outside the domain of Corserva's services (for example, your ISP), Corserva works on your behalf to get the problem fixed.

### Selection

- We partner with you to select the best solution for your business needs and budget.
- You benefit from our volume and certifications to get optimal pricing.

### Deployment

- We take away the headache of dealing with multiple vendors.
- You gain a single point of contact for all technology issues.

### Support

- We are available to you 24x7x365 via phone, email, and web.
- You gain support for all your technology systems and employees.



100 Technology Drive, Trumbull CT 06611  
8251 Presidents Drive, Orlando FL 32809

(855) 330-3976  
[hospitality.corserva.com](https://hospitality.corserva.com)