



Mobility solutions for the hospitality industry



Hospitality

Hotel, Restaurant, Resort, Event Management, Ticket Sales/Collection, Catering, Casino, Nightclub





Deliver a consistent, extraordinary guest experience...with Motorola mobility solutions.

In the hospitality industry, success depends upon consistent guest loyalty. Attaining that loyalty requires the delivery of a consistent and exceptional guest experience. Regardless of whether your employees are taking food orders, cleaning rooms, checking in guests or handling facilities maintenance, most of your employees are on the go all day long throughout often expansive environments — moving throughout a restaurant, traveling between hotel floors, out in a parking lot or on the pool deck. These are the employees who interact with your customers throughout the day. And while the quality of that interaction determines the quality of the guest experience, these employees often do not have the tools in hand to perform a required task, right on the spot.

With Motorola's mobile hospitality solutions, your employees have the information they need to take action wherever they may be — right at their fingertips. With a compact and easy to carry mobile device in hand, your employees have what it takes to deliver impressive service that will keep your guests talking...and returning. From the ability to check guests into rooms right at the curb to tableside ordering and payment in restaurants to the ability to reach any employee anywhere at any time, our mobile hospitality solutions will enable you to revolutionize the guest experience by increasing staff efficiency and availability, delivering new levels of guest satisfaction...and retention.

Revolutionize service in hotels, restaurants, casinos and stadiums

Our diverse mobile hospitality solutions are designed to streamline business processes and improve productivity throughout your organization — from managers to food servers, housekeeping and maintenance staff and more. With our leading and proven technology solutions, you will be able to deliver service with a difference...from the moment your guests arrive to the moment they leave.

Mobile manager

With a mobile computer in hand, your managers can easily carry the equivalent of their deskphone and their desktop computer — right in their pocket. No longer tied to a desk in an office, managers can remain out in the customer-facing areas of the facility — such as the front desk, the lobby, restaurants and meeting facilities — where they can best supervise operations. As managers move throughout the facility, they can remain in touch with their entire team via voice, email and text messaging, able to easily and efficiently manage task delegation. With push-to-talk, managers can instantly reach an



individual employee or all employees in a specific group. For example, in seconds, management can locate the maintenance employee that is closest to an area that requires immediate attention — or instantly reach all bellhops to ensure ample staff is at the main door when a large group arrives. Managers are always reachable in seconds, available to handle a customer call or issue. And mobile access to data applications enables managers to keep their finger on the pulse of the business at all

times. For example, in a restaurant, managers can easily monitor wait times, notify servers when menu items are no longer available, check inventory status, access the work schedule and more — without ever leaving the dining area.

Mobile facilities maintenance

The state of your facilities has a major impact on the guest experience. Hotels need to ensure that everything is working in every room as well as throughout the hotel — from the plumbing, heating and air-conditioning to the television and telephone. Restaurants, stadiums and casinos need to ensure that restrooms, slot machines and more are in good working order and that the grounds around the building — including the parking lot — are spotless at all times.

Without mobility, maintenance employees carry a clipboard and complete forms as tasks are completed, making it nearly impossible for managers to ensure that tasks are completed correctly and on time. In addition, maintenance employees are hard to reach when needed. But with mobility, managers have the real-time visibility required to easily manage the maintenance function and ensure guests find your environment in pristine condition. When maintenance personnel are armed with two-way radios, managers can reach maintenance staff wherever they may be on the property to address events that require immediate attention, either via walkie-talkie style push-to-talk voice communications or text messaging. Maintenance staff can send a text message to acknowledge receipt of a task and notify managers when tasks are complete. Compact mobile computers with integrated voice and data enrich communications. For example, a task can include an electronic form that details the required steps, complete with checkboxes, providing a full audit trail and improved accountability.



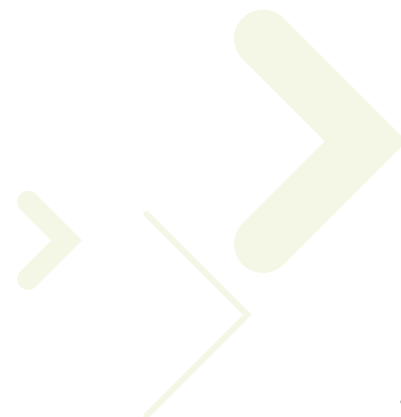
With Motorola, your maintenance staff is there at the press of a button.

Mobile asset tracking

In a hotel, there are many assets to track: the furniture and small appliances such as coffee makers in guest rooms; computer equipment in the business center; large appliances such as vacuum cleaners in housekeeping; and folding chairs and tables in conference rooms. Mobile computers with bar code scanning can substantially automate and error proof the asset tracking function. Instead of requiring the completion of paper forms that are then entered into the computer at a later date, employees can simply scan the bar code label on an asset and enter other information on an electronic form, such as asset location and condition. Inventory can be taken in record time with minimal labor costs, and the enterprise enjoys instant visibility into a rich set of information on assets for all properties. Armed with this information, hotels can better project when assets in all properties will require replacement. Capital planning and budgeting are improved — and buying power can be maximized.

Mobile housekeeping

Housekeeping staff is always on the move, never at a desk, and not easy to reach. Yet their services are crucial to ensuring a quality guest experience at the hotel. When housekeeping staff carries a cost-effective basic voice-over-WLAN (VoWLAN) enabled device or a two-way radio capable of running simple data applications, the press of a button can send an instant message to the front desk to confirm room availability in real time. In addition, managers can quickly and easily locate staff on the closest floor to respond to a customer request, for example, for more towels or turndown service. And since the housekeeping staff can call or text anyone in the hotel at any time, they can easily respond right on the spot to a guest with a non-housekeeping related question or issue.





Curbside check in will make your business...repeat business

Mobile check-in

At hotels, mobile check-in can enable effective queue busting at the front desk during peak check-in times or when large groups arrive. With a mobile computer in hand, staff members can quickly and easily complete the entire check-in procedure at the curb, in the lobby — or even in the hotel bar. An integrated magnetic stripe reader enables on-the-spot credit card processing, and the ability to contact bell staff at the press of a button ensures prompt delivery of luggage to the room immediately upon completion of check-in. As a result, hotels can virtually expand the check-in desk on demand, eliminating long lines and ensuring a positive experience upon arrival.

Mobile concierge

With mobile voice and data in hand, your concierge staff is always available, yet free to move throughout your facilities as needed. No longer tied to the desk phone and computer, employees have all the tools needed in hand to make or change a reservation, look up a restaurant and arrange for a limousine or tickets to the theater. In addition, the ability to receive phone calls as well as text and email messages allows guests to reach your concierge staff via their preferred communication method — and ensures that concierge staff is always available and ready to respond promptly to guest needs.

Inventory management

Mobile computing can streamline inventory management, from receiving to stock takes, regardless of whether you are receiving food items for a restaurant or dry goods such as paper towels and cleaning supplies. At the receiving dock, inventory is instantly visible from the moment it arrives — a quick scan of the bar code on the pallets or boxes can instantly reconcile the shipment with the order. Errors can be instantly identified and addressed: shipments with the wrong product can be refused; vendors can be immediately notified of any shipments with missing product; and since missing product is instantly visible, action can be taken to avoid a critical out-of-stock situation. The ability to quickly process incoming shipments enables rapid dock-to-shelf times, improving inventory availability. Once product is stored, employees can quickly and easily take inventory by simply scanning the bar codes on the various items to facilitate timely ordering. And in the event of a recall of any food item, you can quickly determine and locate any potentially tainted product on your shelves, protecting the health of your customers.

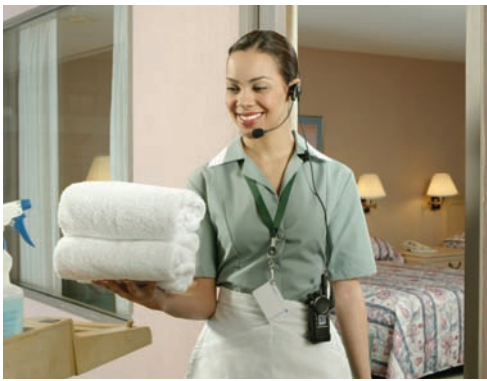
Wireless hotspots

Today's technology-savvy hotel guests often travel with laptops, smartphones and personal digital assistants (PDAs). Whether your guests are

attending a conference, traveling on business or vacation or are in a restaurant, the same wireless LAN that provides mobile communications for your employees can be leveraged to offer an additional convenience for your guests: a wireless hotspot. With Motorola's robust PCI-compliant wireless LAN infrastructure, it is easy to offer guests Internet access without compromising the security of your own network. Your guests are free to check email, access favorite websites and work virtually anywhere in your environment, indoors and outdoors

or specific food preferences right at the table — without a time-consuming trip to the kitchen. And finally, time-sensitive information can be delivered instantly to servers, such as instant notification when items are no longer available, along with alternative suggestions.

In a stadium, servers can take orders from patrons who are seated in the club level and instantly transmit the order to the kitchen. By the time the server arrives to pick up the food, the order is



— in a restaurant, in the lobby or even by the pool. And you can choose to provide complementary service as a differentiator or as part of a promotional package — or offer the service for a fee to provide a source of incremental revenue.

Wireless tableside ordering

Wherever food is served, mobile computing can streamline and error proof the order process — whether your customers are in a full service restaurant, by the pool, in a seat at the stadium or standing in line at a quick service restaurant.

In a full service restaurant, a mobile computer can completely eliminate the need for food servers to write down orders via pen and paper, and then enter those orders into a point-of-sale (POS) computer. Server productivity increases and the opportunity for error is reduced. The order is wirelessly transmitted to the right place — the bar or the kitchen — improving efficiencies at these major choke points as well as service times. Servers can also access a wealth of information. For example, electronic access to recipes can enable servers to answer questions from customers with food allergies

ready to go. And in fast food restaurants, mobile computing provides effective queue busting during peak times, enabling servers to take orders from customers standing in line or out in the parking lot.

Regardless of your food service environment, your servers will be able to process more orders with greater accuracy in less time — especially crucial in environments where fast service is not only expected, but mandatory, such as stadiums.

Wireless tableside payment

When food servers carry a mobile computer capable of scanning credit/debit cards and a mobile printer, payment can be processed right at the table, complete with receipt. Servers are more productive — there is no need to walk to the POS, wait for processing, return to the table for a signature and return the paperwork to the POS. And your customers enjoy a substantial improvement in security — their card is never out of sight. The card cannot be misplaced. Skimming is no longer possible. The card cannot be inadvertently or purposefully charged twice, nor can the card accidentally wind up in the hands of another customer.



Food safety

Restaurants must monitor the temperatures of food in the refrigerator as well as during preparation in order to ensure the safety of the food served and to comply with government regulations, such as Hazard Analysis and Critical Control Point (HACCP). A mobile computer with a wired or wireless digital temperature probe allows the collection of the required data in seconds, along with a complete audit trail that includes the employee name as well as the date and time the temperature was recorded. In the event the temperature is not within the required range, an alarm can be automatically sent to the right restaurant personnel, and the right procedures can be immediately delivered to the mobile device. The restaurant easily and cost-effectively adheres to restaurant and government regulations — while protecting guests against food-borne illness. In addition, since the data collected is posted directly into a database, a rich real-time analysis is now possible, revealing trends that may enable proactive action to prevent a food safety incident. And reports required for government compliance and tight monitoring of food safety procedures and data can be generated instantly — all at the press of a button.

Ticketing

For any venue that issues tickets — from stadiums to large hotels with theaters or conference centers — mobile computing can ensure that only valid ticket holders are granted access as well as eliminate long lines at entry points. A quick scan of the bar code on the ticket validates ticket authenticity, protecting revenues as well as adding a level of security by ensuring that only authorized attendees are granted access. And the ability to eliminate the need for employees to physically examine the ticket improves throughput at the admission gates, reducing wait times for a better customer experience.

The Anatomy of a Motorola Mobile Hospitality Solution

Motorola's end-to-end solutions offer everything you need to enable your hospitality employees with mobile voice and data:

Mobile devices designed for the demanding hospitality environment

Motorola's wide array of mobile devices offers dependable performance despite repeated drops, spills, and even exposure to the outdoor elements. Choose from: fully featured easy-to-carry integrated voice and data devices with robust data capture capabilities and a full line of accessories (including holsters and magnetic stripe readers) designed for managers and employees who require robust functionality; pocketable cost-effective voice and data devices designed for task employees; and two-way rugged radios for anywhere anytime cost-effective voice and basic data communications.

Robust wireless LAN (WLAN) infrastructure for voice and data services throughout the hospitality campus

Whether you have an expansive hotel property with multiple buildings or a stadium with an extensive parking area, Motorola's wireless infrastructure enables the extension of high performance highly resilient wireless networking — indoors and outdoors. The complete family is designed to meet the needs of any size enterprise, and includes wireless switches, access ports, access points, mesh, RFID and client adapters.

PBX integration, Messaging and Push to Talk

Put the power of the desk phone in the pocket of your employees, complete with the same functionality associated with PBX extensions, including abbreviated dialing, call waiting, call forwarding and conferencing; advanced features like e-mail, full calendaring and instant messaging; and the ability to contact one person or a group of thousands, all at the push of a button.

Centralized management solutions

Get the power to manage any and every aspect of your Motorola mobile hospitality solution with the Motorola Mobility Suite. Unique to Motorola, this powerful collection of software products allows you to centrally and remotely plan, implement, secure and manage your wireless LAN and all your mobile devices.

Best-in-class business applications

No matter what application you need, Motorola's vast partner ecosystem offers best-of-breed business applications that have been tried-and-tested with Motorola wireless networks and mobile devices. Whether you need tableside ordering and payment, mobile asset management and maintenance, mobile check-in and more, you'll enjoy robust applications from leading software vendors versed in best practices in the hospitality industry.

End-to-end services

Our world-class global services provide the end-to-end lifecycle assistance you need to maximum the success of your Motorola mobility solution. Professional services provide the expertise needed to rapidly design, deploy and implement successful solutions that integrate easily into your existing technology environment. And post-deployment, our Customer Services help keep your Motorola mobility solution up and running at peak performance.

Why choose Motorola mobile hospitality solutions?

When you choose Motorola, you get the peace of mind that comes with choosing an industry leader as your technology partner. Motorola offers the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in the hospitality industry. Every day, hotels, restaurants, casinos and stadiums of all sizes all over the world count on Motorola mobile hospitality solutions to maximize employee effectiveness, enable an extraordinary guest experience and improve supply chain efficiency. Our broad technology portfolio and world-class partnerships enable us to offer true end-to-end solutions that offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged mobile computers with extensive advanced data capture and wireless communications options, designed for use in demanding hospitality environments; two-way radios for always on voice communications; PBX integration, messaging and Push to Talk (PTT); private wide area and local area wireless network infrastructure; a partner channel delivering best-in class applications; software products for central and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solutions at peak performance every day of the year.

For more information

For more information on how Motorola's mobile hospitality solutions can provide your enterprise with a competitive advantage, please visit us on the web at www.motorola.com/hospitality or access our global directory at www.motorola.com/enterprise/contactus

