

AT&T Mobile Enterprise Applications Platform - Maintenance and Repair for Hospitality

Enhancing Guest Satisfaction through Mobility

Guest satisfaction is at the core of the hospitality business. Although many service and maintenance personnel work behind the scenes, their work directly impacts the impression that guests have of the facilities and operations. Companies in the hospitality business need to ensure the most efficient and productive service operation in order to keep guests happy and returning.

AT&T MEAP Hospitality helps to improve the operational activities and coordination of management and staff responsible for the maintenance and repair of properties and equipment. By efficiently managing operations through real-time wireless updates to and from the field, companies can optimize maintenance schedules and respond quickly to urgent events, such as faulty equipment, to maximize guest satisfaction. AT&T MEAP Hospitality



can be used across departments, including Housekeeping, Engineering, and Front Office personnel.

Packaged Mobile Solution For Hospitality

AT&T MEAP Hospitality is a complete mobile solution for service and maintenance workers and managers in the hospitality business. It offers a specific combination of features and capabilities that address the unique challenges faced by mobile service workers in hotels, resorts, and other large properties.

AT&T MEAP Hospitality offers the flexibility to run on multiple device platforms, including BlackBerry, Windows Mobile, and iPhone. Key capabilities include:

Real-Time Access and Visibility

- View and update job requests in real-time on a wireless device
- Automatic date and time stamp of entries and transactions for analysis and reporting
- Real-time, centralized view of job and worker statuses and locations

Intelligent Workflows

- Automated rules engine to escalate and re-route requests if there is no response from the assigned worker
- Automatically alerts managers on their mobile devices when jobs are delayed

Benefits

- Reduce paper-based data entry and radio communications
- Real-time access and updating of work orders and service requests
- Enable tracking of messages, better information flow, and improved worker utilization
- Decrease time delay for requests, with automatic escalation and alerts for no-response

The 2008 North America Hotel Guest Satisfaction Index Study of more than 53,000 people who recently stayed at a hotel found that overall guest satisfaction – covering everything from reserving to checking in, to the guestroom, fees and food and beverage – was down in nearly all segments. Problems with room maintenance – the physical condition of the room and whether things are in working order – were particularly worse in all segments of the industry. In fact, maintenance rose to be the number two most complained about issue overall, ranking behind noise and ahead of room smell and cleanliness.*

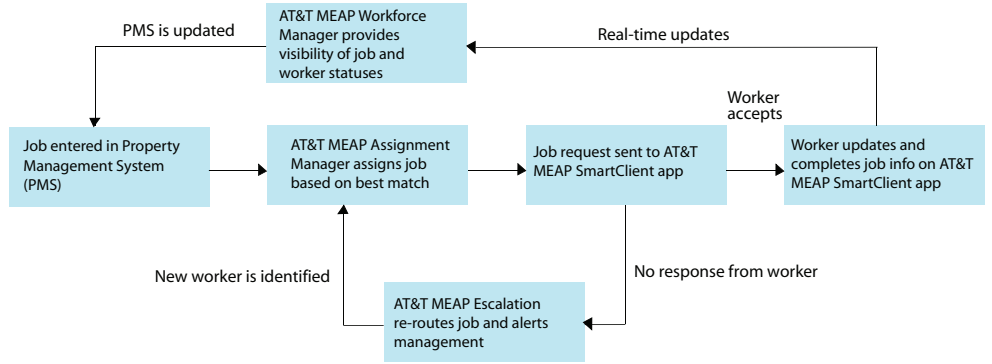
*Source: J.D. Power and Associates

Efficient Collaboration

- Integrated mobile instant messaging environment for real-time communication and coordination
- Group chat and presence capabilities

Flexible Integration

- Standards-based integration with Property Management Systems (PMS) and other enterprise data sources (e.g., ERP, CRM, Web content, etc.)



Power Of The Platform

AT&T MEAP Hospitality is more than just a mobile application. It is a complete mobility solution that enables end users and administrators to leverage all the powerful and sophisticated capabilities built into the AT&T Mobile Enterprise Applications Platform (AT&T MEAP).

- Management: AT&T MEAP Hospitality is tied to the AT&T MEAP Management Center, which provides complete end-to-end control and visibility into deployed users, devices, and applications. Companies have a complete audit trail of all transactions and can generate ad-hoc reports
- Extensibility: AT&T MEAP Hospitality can combine processes and information from one or multiple enterprise systems and data sources to create powerful mobile composite applications that map to specific communications and information requirements

- Development: AT&T MEAP Hospitality can be easily customized, updated and maintained through AT&T MEAP Studio – a graphical mobile development environment that runs on Eclipse, the world’s leading open-source IDE. Applications can be updated and deployed over the air
- Security: AT&T MEAP Hospitality enjoys all the security features built into the platform. From encryption, to strong authentication, to remote application lock or wipe

AT&T provides an on-demand deployment model for mobile applications and services for end-to-end management of the mobile environment. This approach can significantly lower risks and costs, and increase performance, uptime, and reliability.

For more information please contact your AT&T Sales Representative.

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