protel I/O
Best Travel Technology 2017

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1. Innovative Capacity

The launch of protel.I/O, an enterprise hospitality framework, entirely transforms how connectivity is managed in the hospitality industry. For the first time ever, hotels can now deploy their guest data asset as true BIG DATA, and allow any vendor of their choice to subscribe and to contribute to it.

**protel Hotelsoftware GmbH is the first and only vendor in the hospitality industry that offers this solution.**

As depicted in the diagram below, the protel.I/O Enterprise Hospitality Framework connects all areas of the hotel’s technical infrastructure, allowing data to pass freely between otherwise disparate ecosystems. The real beauty is the fact that each separate system can alter and re-use this constant data-stream, thereby adding maximum value for all subscribers. Naturally, this is a real-time system, listening out for, and updating all component parts with the relevant activity data instantaneously.

**Five key benefits** -

- **Know your guests better**
  Thanks to intensive, real-time analytical processing across all guest touchpoints, your business will automatically make smart decisions – that will continue to get smarter. Output this actionable data via our Whisper Screen technology, and your staff are empowered to follow along, enhancing and underlining guest-recognition and personal interaction at the same time.

- **Reduced Operating Costs**
  Hotel owners today do not want to negotiate with a plethora of hotel solution vendors. They want a fully integrated suite of best-in-class solutions from a single, stable, respected global vendor who can install, support and maintain their solution set.

- **Point-to-point interfacing is pointless**
  Integration point-to-multipoint is the new paradigm! A POS in a single transaction should update a PMS, a Guest Loyalty balance and a data warehouse with all transaction details. protel.I/O centralises integration management, and monitoring, thus reducing integration complexity. This also speeds up the integration process itself, allowing swift and further development on the full suite of industry standard APIs.

- **Win back direct sales**
  Easily win back business from the OTAs. Dynamically packaged special offers based on data driven, perishable insights. The fine-tuned recommendation engine of protel GENIUS will give your chain the edge with irresistible offers that no OTA can beat.

- **Your critical data is, well its finally yours.**
  Open systems without proprietary constraints! Today many proprietary vendors are restricting customer access to their own data. Establishing punitive costs for Interfaces and Services just to provide customers their own data. This is not our way at all.
The approach taken to allow fast and convenient integration on-boarding is the “protel Services Marketplace” which allows any vendor to sign up for integration online, and in the future, also sign off NDA documents directly online. The service bus integrates vendors on standard HTNG messages, facilitating and encouraging these accepted industry standards to be used among all vendors.

The below diagram demonstrates protel’s commitment and belief in this new technology; even within our own portfolio of products we are shifting PMS away from being the sun of the hotel technology universe, to becoming one of the orbiting planets.
2. Relevance in Industry Sector

Let’s look at how it works, to understand how powerful it is for all involved parties, hotels, vendors and guests alike.

There are three components:

- The Service Bus (protel I/O)
- The Data Warehouse (protel GENIUS)
- The Recommendation Engine (protel GENIUS)
- The Integration Platform (protel BUILD)

Together they enable the data to flow and be collected (service bus), to store the data (protel GENIUS data warehouse) so that predictive analytics can be applied (protel GENIUS recommendation engine).

Finally the framework also allows vendors to embed their own UI into the protel property management system, giving the hotel user a fluid experience across multiple vendors.

The transition from using point-to-point interfaces to using a service bus can be illustrated like this:

By using this type of technology, it is possible to allow all vendors to subscribe to the same master record and at the same time contribute data to it. Let’s look at an example - Bob arrives for the first time in a hotel with all vendors connected. Data starts to be accumulated like this:

- Bob makes a reservation that arrives in PMS
- Bob check-in and register for wi-fi access
- Bob goes to the bar and charges his consumption to his room
- Bob opens the room door with a key card
So now we have great data about Bob contributed by four different vendors. What do we do with it? This is where the predictive analytics arrive, and protel GENIUS shifts from being “just another data warehouse”, as it will now begin to generate ‘whispers’ for hotel employees.

In the example of Bob, next time he visits (or if he visits another hotel in the same hotel group), a whisper like the one below might appear at his check-in.

Another example where the guest has been tagged as religious, thus the minibar will have been emptied of alcoholic drinks, the hotel employee is encouraged to inquire if the minibar can be replenished with other type of drinks.

Whispers are generated by customizable rules created by the hotel themselves, where the tags of the guest are automatically generated based on the data that arrives from all contributing vendors. The arrow next to the tag allows the hotel user to up- or down vote the tag, meaning that protel GENIUS is continually learning from experience.

Currently in design phase is the ability to directly convert a whisper into an action. This could be a financial posting when an upsell suggestion is presented in the whisper, or it could be a request for action that is sent to another hotel employee, e.g. “call guest to confirm room service order”.

Because the framework is designed to be open, whispers are also accessible by any connected vendor. Depending on the “type” of vendor, different types of whispers can be created, making them perfect for that particular touch point of the guest journey. This type of integration is in progress with CRS vendor SHR Windsurfer already, allowing this CRS to receive whispers designed to increase the customer’s enjoyment of the booking journey. Now a CRS call centre agent will be able to make targeted upsell offers, based on the historical interactions between the guest and the many locations within the hospitality ecosystem! With integrations to POS systems in progress, we will soon see whispers appearing directly for the bartender or waiter, helping them to increase both personalised service levels, and revenues.

Why is this amazing?

- Every connected VENDOR benefits by having access to real-time guest data
- The HOTEL benefits from being able to instantly leverage their own data through an open platform
- The GUEST benefits by receiving a better guest experience, custom made just for him
protel benefits also, in being able to clearly demonstrate its commitment to the hotel industry through its innovative use of emerging technologies. This will not only be good for properties and vendors using the system: it will be good for protel’s business too.

3. Profitability

Profitability will be achieved through both time and resource optimisation, creating a more adhesive bond with guests, as well as advanced upselling capabilities. The hotel vastly cuts down overhead: all certified vendors are connected to just the one bus, one central point of contact for the whole technology stack. Rapidly implemented Point to MultiPoint integrations will replace costly point-to-point interfaces to new technologies. Open integration and reduced integration costs guarantees rapid industry adoption. Economies of scale will underline the profitability, and boost service levels and innovation on all sides. At property level, hotel staff need just basic training on incorporating the whispers into their daily routine. No more morning lists to memorise - costly staff churn reduced. More professional Customer Service is delivered and the interaction experience is enhanced with subtle upsell options. Revenue generation supported by the targeted upselling of not only perishable inventory will dramatically increase. It also provides a broader solution for hospitality ecosystem participants in 'earn and burn' loyalty programs. Direct sales via the IBE will become more profitable, as high-margin ancillaries are targeted, perfectly packaged and presented to the customer audience. Genius Predictive analytics will transform marketing campaign efficiency from shotgun to sharpshooter.