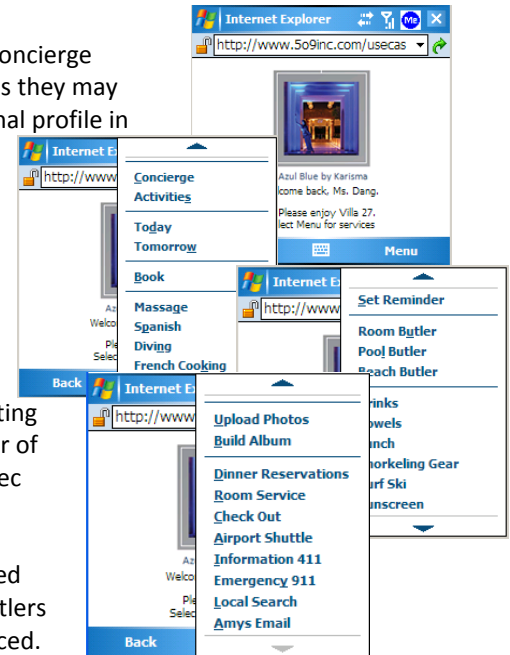


## The Situation

A destination resort hotel caters to an affluent, active crowd. Their typical visitor is between 35 – 55 years old and is comfortable with technology. Even though they are on vacation, they never stop being mentally engaged and always like to be connected. Wireless Internet is available in the guest rooms and villas, as well as by the pool and on the beach. The resort is looking to differentiate itself by merging exceptional “old world” service with a modern, technological twist. The goal is to encourage busy professionals to actually take a vacation without the stress of being completely disconnected.

## The Mobile Meta Data Solution – Adding Context

Prior to arriving, the visitors are provided with both telephone and online concierge services that help them to select their room and any resort or local activities they may desire. For visitors with their own mobile devices, they receive their personal profile in the form of a small download that can be installed directly to the phone before, or upon arrival. If they don't have a phone or PC, guests are offered access to a mobile device and/or laptop upon arrival at the resort, courtesy of HP. As the guests approach the property, they are detected by the resort network and greeted by their private butler in a golf cart who collects their bags and checks them in on the ride to their room. The butler confirms their scheduled activities and notes any food/dining/activity preferences that have not already been indicated in the pre-arrival profile entered by the concierge. After that, by simply selecting the browser menu on their mobile device, the guests can select any number of in-room, poolside, or beach services. They may book a Spanish class or Aztec temple excursion, receive text, voice, or email reminders of activities, do a general or local search, or check out of their room. For those that want to exercise their minds more than their bodies, video excursions may be viewed from their beach side cabana. With GPS turned on, beach and pool side butlers know exactly where each patron is, should a food or beverage order be placed. This creates an efficient service model, allowing guests to remain uninterrupted until they have a specific request. To top things off, the hotel encourages visitors to upload photos from camera phones and digital cameras to an album maker. They can combine those with a library of stock photos, so should a guest desire, they have a memory book that, upon checkout is printed and delivered to them (or shipped home) by their personal butler.



## Benefits of 509™ Mobile SaaS Meta Data and Using Web Standards

Because the resort is “wired”, a combination of NFC data and GPS data may be used to provide exceptional service. No money changes hands and no “cards” must be swiped. On-device ordering ensures that all services are billed to the guests' accounts. Should a guest define specific preferences (activities, foods, allergies), only those items that meet their needs are presented and butlers/wait staff can verify special needs are always met.

## Benefits to the Resort

- High personalized service and customer satisfaction levels
- Increased guest referral rate
- CAPEX/OPEX Efficiencies
  - More predictability in staffing activities or ordering specialty foods
  - More efficient use of service staff
  - Ability to off-set operating costs with mobile device/laptop sponsorship program