

# Why Innovative API Integrations are the Future For Hotels



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The past 12 months have been a challenging time for all throughout the hotel and accommodation industry. Hotels are now required to operate more efficiently than ever, and need to reduce costs wherever possible to maintain an effective cash flow, whereas guests are demanding a higher quality, more integrated, streamlined service for their hotel stay. Continuing innovation is key for the future in one of the world's oldest industries.

The answer to this challenge is simple - Integrations! For the modern hotel, integration truly is everything. It is the key to improving guest satisfaction, improving operational efficiency, reducing costs and transforming the guest journey into a seamless modern experience. As such, with the guests' experience in mind, InnSpire are able to turn your hotel into a contactless and seamless hotel experience, featuring the latest in integrated API technology.

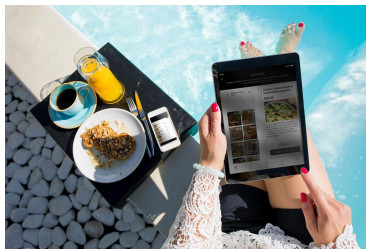
We assist in this digital transformation with the following hospitality technology:

For an effective path to digital transformation, it is vital to get as much as possible on one technology platform, that is scalable and dynamic. Some of the key components to consider are:

- An integrated Hotel App (or web-App) to drive a consistent and seamless experience.
- Mobile check-in (integrated to PMS-systems, such as Oracle's Opera)
- Mobile key (integrated to hotel door lock providers such as Vingcard, Dormakaba, etc)
- A seamless Wi-Fi experience (such as InnSpire InnConnect) that effortlessly connects the guest to all the solutions in the hotel ? from TV, to in-room controls, to Casting via Chromecast and much more)
- A connected TV-experience that reflects the brand and atmosphere that the hotel wants to convey; Either on a Smart-TV platform (such as InnSpire innSmart) from for example Samsung or LG, or an an external smart platform such as the InnCable (?IPTV STB in a cable?)
- Seamless casting (for both iOS and Android) using Chromecast (suitable for both Smart TVs and standard TVs).
- A seamless up-sales experience including F&B ? accessible from anywhere such as the pool, beach, hotel room or lobby (for example InnSpire's ?Marketplace?)
- An integrated and solid IPTV back-end (IPTV headend)
- A powerful and reliable data network (Ethernet ( Cat 5/6)
- Potentially an integrated network over the COAX (such as InnSpire DOCSIS) if there isn't an Ethernet network or Cat-5/6 cabling proves not to be cost-efficient.
- Integrated Video on Demand options
- Seamless 24/7 Global Support to avoid different suppliers blaming each other ? it is often better with ?one throat to choke?
- Consultancy, audit and design to bring the entire experience together into one seamless branded flow

InnSpire? assists hotels all throughout the world in creating integrated, simplified solutions to their operations. At Melia's flagship Dubai hotel ME Dubai?, for example, services and offerings, including app integrations, advanced hospitality technology, APIs. Mobile key and Mobile check-in functionality, the experience is tied into one, leaving hotels with more sales, better entertainment and most importantly effective analytics. These solutions are geared at transforming the guest experience into something so seamless

that guests hardly notice it is enhanced by modern technologies.



### **Hospitality Technology Integrations]**

There are many hospitality elements that hotels must stay on top of to deliver a quality guest experience for their patrons. Integrating all hospitality aspects into a singular platform is the single best way to increase efficiency and minimize cross-platform confusion.

At Virgin Hotels for example, InnSpire's contactless API hospitality TV experience and integrations tie all of the crucial functions, services and offerings into the one platform. Your hotel app should help you to stay connected with your guests before, during and after their stay at your hotel.? Allow your guests to use mobile check-in & check out without any contact, control their room with one device or even be reminded of dining specials at opportune times.

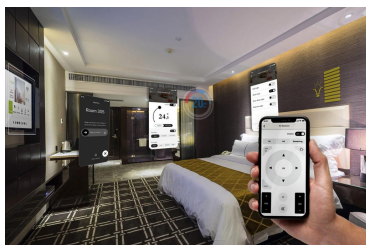
InnSpire have successfully integrated our full-featured guest journey app in a number of leading hotels all across the world, including for example ?LVMH's Cheval Blanc Randheli in the Maldives.? These are revolutionary features for hotels, allowing you to enable complete contactless hospitality while actually at the same time building stronger bonds with your guests.

### **Entertainment Integrations]**

Entertaining guests via in-room viewing experiences has become a crucial element of the modern guest journey. With popular streaming services widely available at home, guests expect the same level of entertainment access throughout their hotel stay. InnSpire's signature ?enabling hardware?, the InnCable? is the perfect solution to make ?any TV smart?, if there aren't already Smart-TV (from for example Samsung or LG) available. InnCable? is a ?smart TV in a cable?, allowing hotels to have all the powers of a SmartTV and a computer all within this small device. Hotels can provide TV over IPTV as well as access to core entertainment options like thousands of television shows, streaming services and device casting. The technology InnSpire can provide will make your hotel the leader in entertainment. Allow your guests instant access to decide what they want to watch, with easy instructions anyone can understand. InnSpire's integrations make entertainment simple.

Plus, of course you can integrate the control of InnSpire's TV solutions into your hotel's native app or software using our remote control API, which eliminates the need for a physical remote in each room. Instead, guests can use their own smartphones and tablets to control their entertainment.

This multifaceted, integrated entertainment system has been implemented by InnSpire in a number of leading hotels over the world, including ?Virgin Hotels?, where the entertainment API from InnSpire integrates streaming services, TV channels, device casting with Chromecast and hotel information into the one entertainment platform.



### **In-Room Control ]**

With InnSpire, hotel guests can also easily access controls to their room environment at the touch of a button. Via the integrated app, hotel guests can alter the room lighting and air conditioning to their preferred levels. ?LVMH Hotel Management's Cheval Blanc Randheli partnered with InnSpire to integrate this feature, as well as many others, to revolutionize their guest experience.

### **Mobile Integrations]**

Mobile integrations have never been more important to the operation of your hotel. With hotel guests carrying around their own personal mobile devices, hotels have an opportunity to integrate their services seamlessly with their guests existing devices. InnSpire has taken the next big step, not only do we set up hotels with mobile check-in and mobile check-out. We have removed the need for keycards and physical keys with our API mobile key solution to leading door lock providers. Providing a truly mobile integrated guest experience. InnSpire's technology allows hotels to utilize guest's mobile devices as a hub for their hotel offerings and functionalities, simplifying the entire guest journey and experience.

### **Drive More Sales]**

The InSpire Marketplace API is another innovative integrated feature for both the App-experience and the TV-experience which simplifies F&B and on property sales (excursions, gifts, pick-up etc) and collates the services and offerings of your hotel all within the one hub. It is also smart, providing offers to guests at the most relevant time, like breakfast options in the morning.

### **Enhance Your Experience and Learn From The Data]**

The modern guest experience doesn't stop at check-out. Managing hotel guest reviews is an important element of maintaining a strong digital presence for your hotel, however, with so many different platforms and even different languages, it can seem impossible to stay on top of all of your reviews. Integrating all of these platforms into a single dashboard saves you time and enables you to read and respond to reviews in a more simple way than crawling through review sites. ?ReviewMagic.AI? is an innovative API from InnSpire which collates reviews from practically every major hotel review site, and using AI and Machine Learning it ?reads? and ?understands? all the reviews (in virtually any language) and illustrates the key factors driving review scores up or down in one single powerful dashboard.

### **Integrations Are Everything]**

We understand that the guest journey doesn't just begin at check-in and end at check-out. In fact, the guest journey begins even before booking and continues forever ? the goal is for guests to come back ? and bring their friends! Seamless technology integration truly is an important part of the hotel experience. InnSpire offers the technology solutions hotels need to provide the seamless, digital guest experience you have been looking for. Feel free to visit the ?InnSpire? website for more news, updates and press releases and our digital solutions and hotel partnerships.