

## IBM Hotel Self-Service Application

The IBM self-service solution is an out of the box application which can easily be tailored to offer your guests self check-in and check-out capability at a hotel kiosk. It builds on the many years of experience IBM has gained in providing solutions to both the air travel and hospitality industries.

Today, self-service is the preferred option of check-in for air travel. Many of your guests will have likely experienced self check-in at an airport. Some will also have had the benefit of self-service with other hoteliers.

The IBM solution outlined here provides the means to make a quick start for self-service for your guests.

What your guests want is fast seamless transit through the hotel lobby. They want to check-in, provide their loyalty card numbers, and receive their room keys in one quick, efficient process. Then, at the end of their stay, they want to review their folio and check-out just as promptly.

Self-service can provide this competitive differentiation and advantage.

You can offer your discerning guests a superior customer service experience that includes more options. By making self-service the channel of choice for the majority of guests, you will reduce wait times and give your staff more opportunity to provide a human touch to the other hospitality needs of guests.

IBM can help you achieve all this and more.

We can offer the application, kiosk, monitoring software, implementation and consulting services – the full solution. Talk to us, we can discuss everything from start up costs to applicability.

***IBM: Making check-in and check-out a welcome experience.***

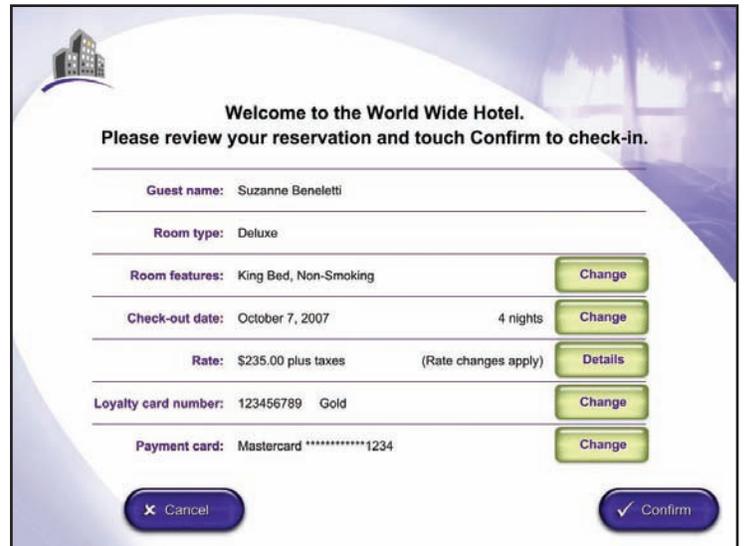
### The Hotel Application

The comprehensive set of check-in and check-out functions include:



#### Branding

The application is delivered with a choice of two standard user interfaces in English, developed using the experience gained with a large number of self-service customers. As part of the application, we can brand each screen with your company's banner, background and logo. In addition, you can pick your currency symbol. The application starts with an attract loop which can be in one of the following formats: a set of still images, an animation or a movie.



**Welcome to the World Wide Hotel.**  
Please review your reservation and touch Confirm to check-in.

Guest name:	Suzanne Beneletti		
Room type:	Deluxe		
Room features:	King Bed, Non-Smoking		<a href="#">Change</a>
Check-out date:	October 7, 2007	4 nights	<a href="#">Change</a>
Rate:	\$235.00 plus taxes	(Rate changes apply)	<a href="#">Details</a>
Loyalty card number:	123456789	Gold	<a href="#">Change</a>
Payment card:	Mastercard	*****1234	<a href="#">Change</a>

[Cancel](#) [Confirm](#)

*Reservation Display Screen*



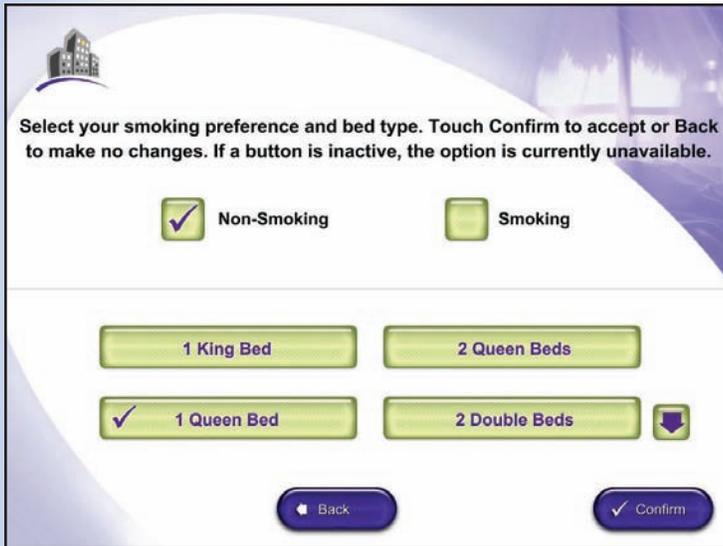
#### Guest Identification

Guests start their check-in or check-out at the kiosk by inserting a recognized credit card or their room key card (check-out only). Secondary guest identifiers include reservation confirmation number (check-in only) or room number (check-out only). The application supports check-in and check-out for regular and share-with guests.



#### Reservation Display (Check-in)

Hotel guests can review their reservation. Information shown includes name, room type, room features, check-out date, room rate, hotel loyalty card number and payment card information. The information shown for room type and features depends on the type of information your host property management system (PMS) provides.



Change Room Features Screen



### Reservation Changes (Check-in)

Depending on the PMS capabilities, guests can make changes to most of the items on their reservation. These changes do not require extra fees. You can configure whether these changes should be available.



### Room Selection (Check-in)

If a room is not ready, a list of alternate rooms is shown. These rooms match the guest's requests as closely as possible and have the same room rate.



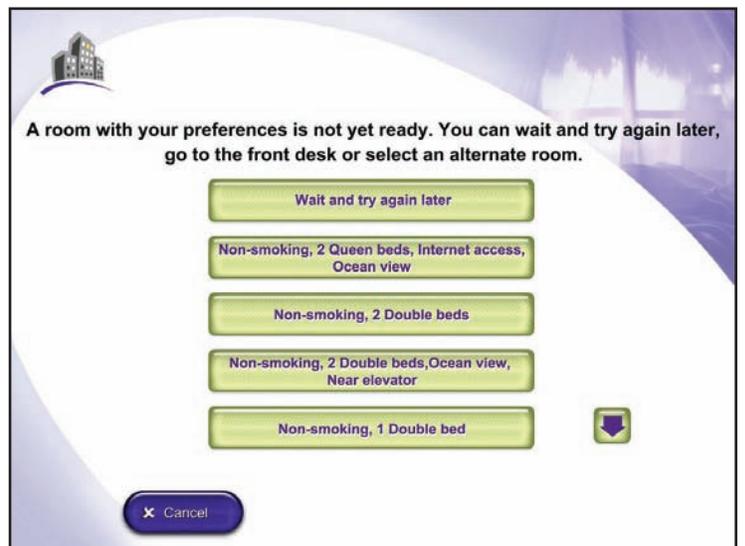
### Valet Parking (Check-in)

Guests can be given a choice of parking options including valet parking and self parking. You provide the fees for these items.

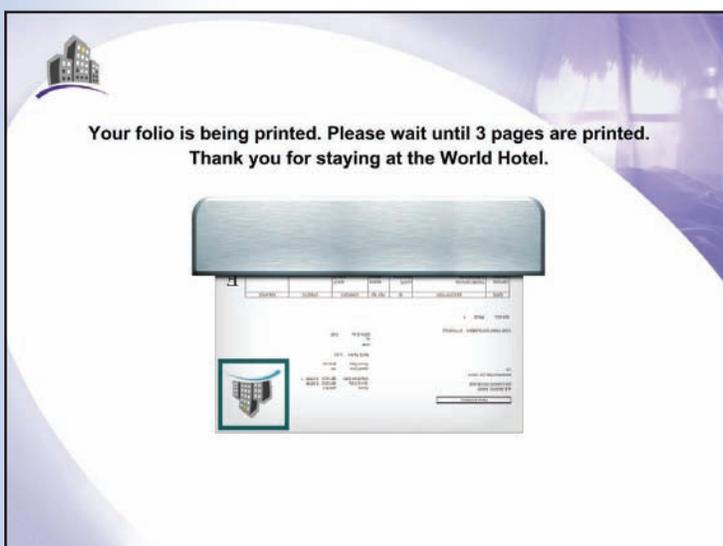


### Room Keys (Check-in)

Hotel guests can choose the number of room keys they wish to receive. We support numerous room key card systems including Kaba Ilco, Onity/Tesa, Saflok, Timelox and Ving. The application can support 1, 2 or 3 all-in-one key card encoders which means your room keys can be personalized to the type of guest.



Alternate Room Selection Screen



Print Folio Screen



### Welcome Document (Check-in)

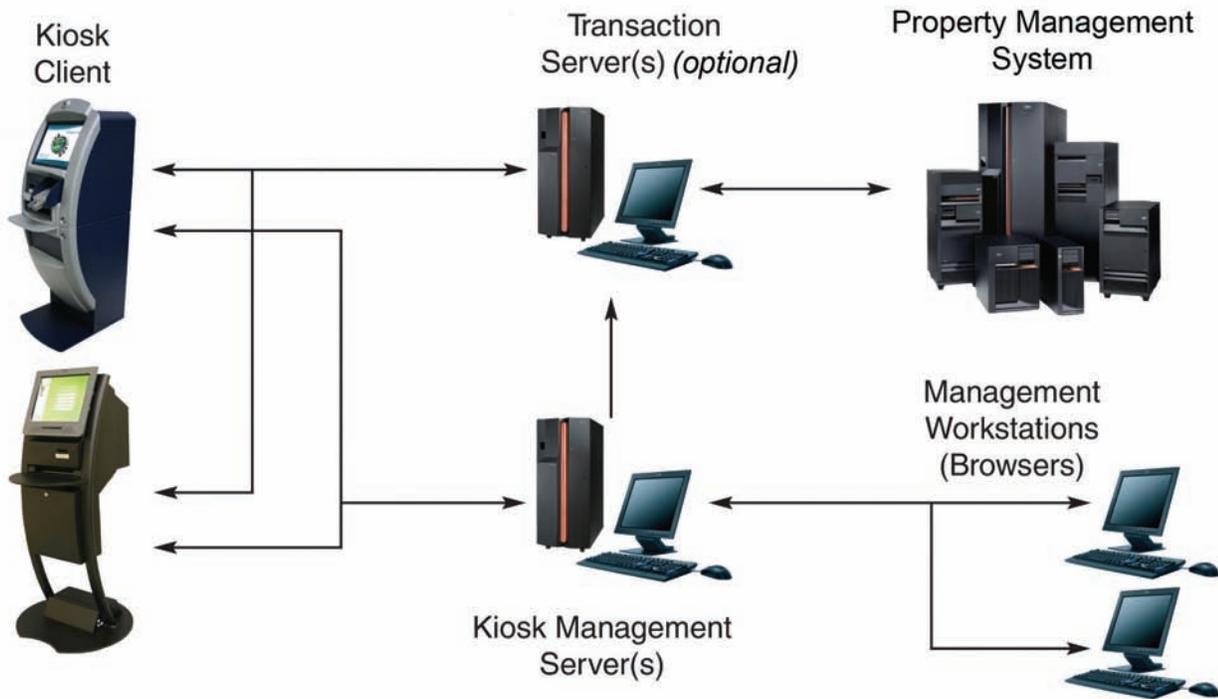
The kiosk application prints a standard welcome document on finishing check-in. There are 3 areas of the document in which hotel specific pre-defined messages can be printed.



### Folio (Check-out)

Guests see their up-to-date folio and are allowed to change their payment credit card and their loyalty card number. These change items are configurable.

# Architecture Overview



## Tier 1 - Kiosk Client

- **Graphical interface** ~ Guests see and interact with this tier. Its primary role is to provide the software and hardware which the guest uses to check-in and out.
- **Platform** ~ IBM's Common Use Self Service platform for Customer Device Services provides the front end with device and management support.
- **Devices** ~ The basic kiosk devices are:
  - Printer
  - Card reader
  - Room key encoder and
  - Touch screen
- **Message Transport** ~ HTTP is the communication protocol between tier 1 and 2 or tier 1 and 3.

## Tier 2 - Transaction Servers (optional)

- **Common Travel Services (CTS)** ~ Provides much of the kiosk-specific business logic that is not provided by the host system. This includes guest identification, refinement logic and kiosk-friendly formatting of the host data.
- **Networking** ~ Provides a single point of access for multiple kiosks into the host system, allowing many configuration and system management functions to be centralized and simplified.

### Management Server

*For information on our Management Server product, ask to see our 'IBM Kiosk Manager' brochure.*

## Tier 3 - Host Property Management System

- **PMS** ~ This is your existing Property Management System. The interface between the transaction server and host system (or optionally between the kiosk and host system) is customized to your environment.
- **Message Protocol** ~ You have the choice of integrating with the kiosk environment using any of the following protocols:
  - SOAP/XML
  - Raw XML
  - SDM

***IBM's Architecture meets your needs from the application straight through to the host.***

## Flexibility

Depending on your requirements, functions can be added to or removed from the IBM Hotel Self-Service Application. Or, a new, custom application can be designed. Additional functions we can provide include:

- Multi-language support
- Screen scraping host interface
- Graphical room selection via interactive floor maps
- Upsells such as room upgrade or high-speed Internet
- Chip and PIN processing support
- E-mail of folio
- Guest survey
- Common launch menu screen (when more than one application runs on the kiosk)
- Statistical reporting (if IBM Kiosk Manager is purchased)

## Become a Part of the Future of Self-Service: CUSS

The air travel industry has developed the IATA Common Use Self-Service (CUSS) standard. Its objective is simple: to allow the kiosk platform to be shared by a number of different CUSS applications. For air travel this can mean a kiosk in an airport being shared by several different airlines. This allows passengers from multiple airlines to use the same kiosk to obtain a boarding pass.



*Airline Web Check-in Screen from Embassy Suites Application*

For hospitality, your kiosk can offer more than hotel check-in and check-out options, simply by running multiple CUSS applications. You could offer airline check-in boarding passes and access to concierge services and local tourist information websites. Several of our clients, including Hilton's Embassy Suites, currently offer airline web check-in using IBM's NetCDS product, another CUSS compliant application (see figure on the left).

IBM has a lot of experience in delivering both CUSS applications and CUSS kiosk platforms. We build all of our hospitality and air travel applications to the CUSS standard.

## Ongoing Support

Following implementation, IBM can offer ongoing support services for both enhancements and software problems. Enhancements include any changes to keep current with the CUSS standard and new functions we may add into the hotel application product.

## Further Information

For further information on IBM Self-Service solutions and services, please visit [www.customerfacingsolutions.com](http://www.customerfacingsolutions.com) or send an email to [eaccess@ca.ibm.com](mailto:eaccess@ca.ibm.com).

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