

# Case Study

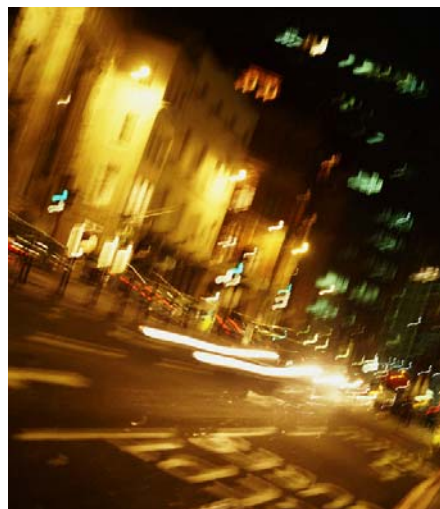
Marriott International, Inc.

The Wireless Hotel & Conference Center  
Mobile Hospitality



## About Mobile Hospitality

Hotel chains and conference centers are facing complex information management and distribution challenges — including how to provide on demand information to visitors with varying levels of technological expertise and how best to equip staff to handle customer inquiries.



### Challenge

Hotels and conference centers want to provide guests and conference attendees with access to relevant, up-to-date information. Their primary concerns include:

- Enabling sales and customer service personnel to provide on-demand information — regardless of their location
- Enhancing the visitor experience with interactive, location-specific information delivered via hand-held devices
- Accommodating diverse language skills and a varying range of user technological expertise

### Solution

The combination of the Appear IQ platform and the Cisco Unified Wireless Network with the Cisco Wireless Location Appliance enables hotel personnel to boost their efficiency, thereby improving customer satisfaction and security. Visitors, equipped with wirelessly enabled hand-held devices, can use the same solution to receive personalized, interactive information based on their interests.

Appear IQ, using the Appear Context Engine, proactively pushes or synchronizes personalized real-time information depending on the user's profile, context — for example, location — and the time of day to hand-held devices whenever the user enters or moves between authorized wireless zones. The Appear Context Engine extracts location information from the Cisco 2700 Series Wireless Location Appliance, an innovative, easy-to-use appliance that uses Cisco's advanced RF fingerprinting technology to simultaneously track thousands of 802.11 wireless devices, with an accuracy of a few meters.

## Challenge

Hotels and conference facilities must provide customers and employees with easily accessible, up-to-date information. With wirelessly enabled hand-held devices, both staff and guests have instant access to accurate, customized content.

## Solution

Context-aware technology from Appear Networks enables staff working throughout hotels and conference facilities to boost their efficiency with real-time information wirelessly pushed to their hand-held devices. Beyond data connectivity, the Cisco Unified Wireless Network supports mobility services such as VoWLAN, advanced security, and location-based services.

## Business value

Using the Appear IQ Platform, hotels and conference centers can deliver relevant services to workers and customers, enhancing the customer experience and improving customer service, security and maintenance.

## Mobile solution success story #21

### Key Technical Benefits:

- › User friendly "Click & Run"™ Interface
- › Device-independent — can operate with heterogeneous fleets of terminals
- › Secure application push or synchronization
- › Support for multiple context parameters from the Cisco Unified Wireless Network, including real-time network visibility
- › Support for voice, video and data applications
- › Multiservice common-use infrastructure with the Cisco Unified Wireless Network
- › Flexible, scalable and reliable platform

### Key Business Benefits:

- › Up-to-date information served to the right person, at the right time, in the right place
- › Improved customer service with updated information on service disruptions, conference guides, tourism information and travel arrangements
- › Improved productivity and a heightened sense of value among employees
- › Increased efficiency and communication among security, maintenance and customer service staff who can quickly find the right person to fix an immediate problem
- › Increased security and efficiency of response in case of an emergency

In the United States, Marriott Hotels recently unveiled a new concept for conferences or trade show exhibitions featuring the Appear Context Engine.

Marriott — in cooperation with Intel, Microsoft, Cisco Systems, Electric Studio, Aptis, and Appear Networks — produced the Destination Museum based on the popular museum experience of a self-guided audio tour. Destination Museum is a multi-sensory, interactive experience zone where Marriott sales professionals virtually visit more than 30 vacation destinations ranging from Moscow to Atlanta to Vancouver to Mumbai.

The Destination Museum personalizes audio, video and Internet applications to create an educational, interactive tour for attendees that includes the following capabilities:

- › Electronic collection of sales data
- › Multi-lingual information delivery
- › On-demand content push
- › E-mail distribution of promotional material
- › Timed delivery of conference agendas, alerts, seminar material, presentations, surveys, contest information and product sheets
- › Selection of information to print for subsequent pick-up

### Business Value

Using the Appear IQ Platform and the Cisco Unified Wireless Network with the Cisco 2700 Series Wireless Location Appliance, hotel and conference center management and staff can improve productivity, security for staff and guests, and customer service levels. In an industry where customer satisfaction is of paramount importance, this joint solution helps Marriott improve sales for their resident tenants and partners, save time and money, and increase guest loyalty.



Technology  
Developer  
Partner



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When Context Matters