

Case Study: Use of InfoSignz in a four star Mumbai hotel

[Please note: Names of people, company have been changed while writing this business case so as to safeguard our client’s business interest]

Introduction

Mr. Sumeet Singh, Sr. Vice President Operations of a leading 5 star hotel chain has been constantly trying to find value ads to his offering and also ways to reduce the present operational inefficiencies prevailing in his hotel properties. The key challenge was his dependence on his staff for mundane daily activities like updating foreign exchange currency board reception, updating business centre notice boards and conference room schedules, promotion of internal facilities and services and more similar tasks. His other agenda was to continuously find ways to differentiate his properties from those of his competitors. The hotel has premium properties in various Indian cities.

Searching the internet to find a digital signage company, got him in touch with InfoSignz. During a meeting, the broad goals that he wanted to achieve were



Country	Currency	Buy	Sell	Buy	Sell
U.S.A.	USD	78.50	78.50	78.50	78.50
UNITED KINGDOM	GBP	115.00	115.00	115.00	115.00
GERMANY	DEM	166.00	166.00	166.00	166.00
SWITZERLAND	CHF	103.00	103.00	103.00	103.00
FRANCE	FFR	166.00	166.00	166.00	166.00
JAPAN	JPY	166.00	166.00	166.00	166.00
CANADA	CAD	103.00	103.00	103.00	103.00
HONG KONG	HKD	103.00	103.00	103.00	103.00
ITALY	ITL	166.00	166.00	166.00	166.00
MALAYSIA	MYR	103.00	103.00	103.00	103.00
NEW ZEALAND	NZD	103.00	103.00	103.00	103.00
SINGAPORE	SGD	103.00	103.00	103.00	103.00

ALL RATES ARE SUBJECT TO ALTERATION WITHOUT NOTICE
OTHER RATES ARE AVAILABLE ON REQUEST
CERTAIN TRANSACTIONS ARE SUBJECT TO A COMMISSION CHARGE AND/OR STAMP DUTY

- Create operation efficiencies in updating his various notice boards with latest data in real time with emphasis on making sure that the information on the notice boards is never stale
- Create opportunities to cross sell his services to his customers in real time
- Create a better ambience for his customers, thereby clearly differentiating his offering from that of his competition

Plan

InfoSignz offered the InfoSignz Digital Signage Platform to the hotel. The solution would allow the following



- Reuse the LCD screens currently showing TV channels like CNBC, that are placed throughout the hotel properties to the advantage of the hotel
- Make the exchange currency board dynamic by getting real time data from the internet
- Make business centre information boards more informative and current
- Promote premium services, membership and hotel properties in different Indian cities
- Create opportunities to increase sales in the various hotel restaurants by showing various advertisements like Chef’s specials

Implementation

InfoSignz suggested Mr. Singh to implement the InfoSignz digital signage platform across his properties. InfoSignz started off with one flagship property with plans to expand to other properties over time assimilating the experience of the first installation.

From the existing LCD's - 10 LCDs and old PCs available with the hotel were used. To avoid cabling and wires, existing wireless network available in the hotel premises was used. To avoid investment in server hardware and software, the InfoSignz server hosted on www.infosignz.com was used.

LCDs were placed at the reception, business centre, elevator lobby and the main lobby. All LCDs were connected by individual PCs which were hidden in the false ceiling and were connected to the wifi network of the hotel.

Using InfoSignz, following were achieved

Reception

- Currency rates change automatically every day
- During check out hours (between 0900 - 1200 hrs) screen displayed currency and exchange rates. Post 1200 hrs, screen changes to a different layout where currency rates become a part of ticker and the major portion was used to run images of other services and hotel properties of the group.

Today's Exchange Rates					
Currency Notes		Currency		Travelers Cheque	
We Buy	We Sell			We Buy	We Sell
38.35	40.90	USA	USD	38.35	40.90
53.45	56.90	EURO	EUR	53.45	56.90
77.85	82.00	UK	GBP	77.85	82.00
33.65	35.95	Australia	AUD	33.65	35.95
37.35	40.65	Canada	CAD	37.35	40.65

Rates are subject to change without notice. Other currency rates are available on request.

Business Centre



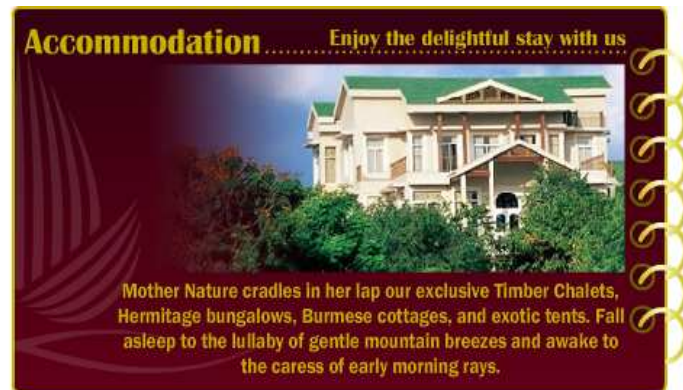
Meeting Schedule Friday January 11, 2008

10:00 am **The Summit**


"Indian Economy in Next 10 Years"

From *The Economic Times* : Latest business, finance, markets, stocks, company news from India.

Speakers:
Mr. Kamalnath, Mr. Azim Premji, Mr. Sunil Mittal, Mr. Mukesh Ambani



Accommodation Enjoy the delightful stay with us

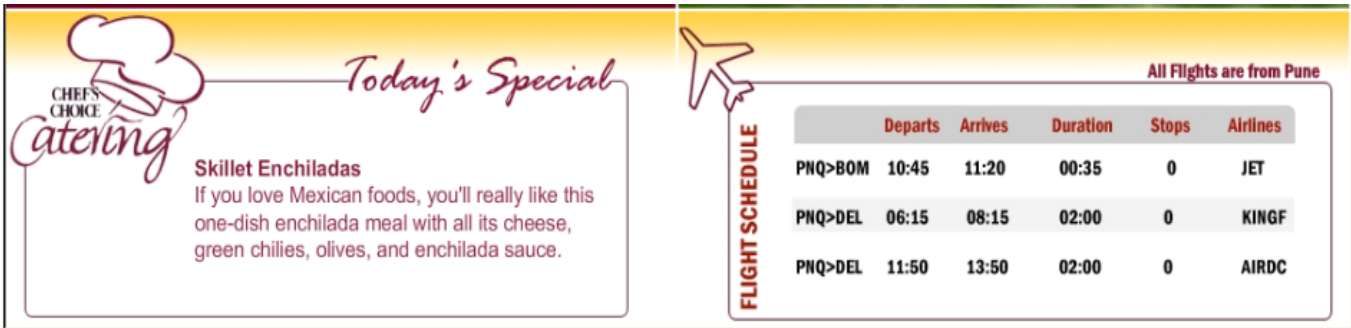


Mother Nature cradles in her lap our exclusive Timber Chalets, Hermitage bungalows, Burmese cottages, and exotic tents. Fall asleep to the lullaby of gentle mountain breezes and awake to the caress of early morning rays.

- Meeting schedules and events were communicated more innovatively. Use of company and client images, logo and videos pleased clients for which the hotel received positive feedback
- Meeting schedules were managed remotely from the back office and also pre-scheduled so that changes happened automatically. This helped in reducing dependency on the team.

- Print outs and static display were replaced by digital attractive images, logos and even corporate videos. This saved money on printing posters and notices.

Hotel Lobby



CHEF'S CHOICE Catering

Today's Special

Skillet Enchiladas
If you love Mexican foods, you'll really like this one-dish enchilada meal with all its cheese, green chillies, olives, and enchilada sauce.

FLIGHT SCHEDULE

All Flights are from Pune

	Departs	Arrives	Duration	Stops	Airlines
PNQ>BOM	10:45	11:20	00:35	0	JET
PNQ>DEL	06:15	08:15	02:00	0	KINGF
PNQ>DEL	11:50	13:50	02:00	0	AIRDC

- This screen was aimed at providing relevant information to the customers along with promotion of F&B services and other properties of the hotel.
- Multiple designs were displayed on this screen targeted at different time zones of the day. For ex. During evening hours – restaurants and coffee shops were promoted. During check out time, group hotels and flight schedules were displayed.

This activity was monitored for a 4 week period and the results were significant both in terms of productivity improvement, ambience and an improvement in F&B business.