

A man and a woman are sitting together, looking at a Samsung tablet. The woman is holding the tablet and both are smiling. The man is also holding a newspaper. The background is a bright, modern interior.

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Solution Brief: Tappendium

REDEFINING GUEST SERVICES

Tappendium and Samsung Help Hotels Improve Services,
Reduce Costs and Increase Sales

ENRICHING THE GUEST EXPERIENCE



The Tapendium guest room tablet solution, built on the Samsung Galaxy Tab A, gives hotels the ability to automate interactive services to provide a better overall guest experience. A single device, available in Wi-Fi and LTE versions, replaces expensive printed in-room compendiums. The solution provides guests with:

- Sophisticated in-room dining menus.
- Up-to-the-minute information on hotel amenities, location, and tourism destinations.

- Automated booking for guest services.
- A personal 4G Wi-Fi hotspot (LTE version only).

The sleek tablet design, intuitive user interface, and built-in translation capabilities of Tapendium make it incredibly simple for guests to use. As a cloud-based, mobile solution, it is also easy to implement, with no expensive cabling or back-end servers required.

The centralized control system enables hotel staff to update service information in real-time, as well as manage settings on devices throughout the hotel.

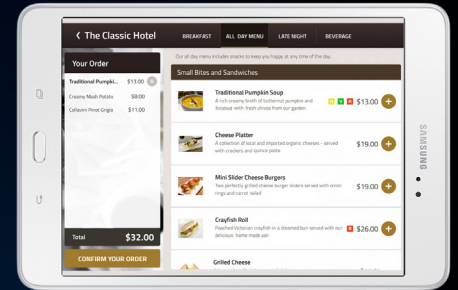
IMPROVE PROFITABILITY AND CUSTOMER SATISFACTION

Tapendium is a simple, affordable solution that allows hotels to delight their guests, while also increasing sales and reducing overhead.

- Increase sales. Tapendium gives you a simple way to capitalize on new revenue opportunities through room service upsell, online gift shop purchases, and new advertising placement opportunities.
- Decrease costs. The tablet-based compendium eliminates expensive color-printing costs for compendiums, brochures, and menus; reduces calls to the front desk by 75 percent or more; and improves overall staff efficiency.

- Improve customer satisfaction and loyalty. Tapendium helps hotels understand who loves what and why. Since the solution tracks and reports every click by every guest, it helps hotels understand where they can adjust offerings for different types of guests to increase satisfaction and revenue. Tapendium also provides guests with up-to-date hotel and event information in their own languages, while also using automation to improve the efficiency of services such as valet parking and taxi requests.

Up-to-Date In-Room Menus
Hotels can keep in-room dining menus updated more easily using the Tapendium solution on Samsung Galaxy Tab A.



Guests Prefer Tapendium
In a recent independent survey conducted by a large international hotel chain, 95 percent of guests found the tablet easy to use and 90 percent preferred the tablet to a traditional printed hotel services book.

FEATURES CUSTOMERS WANT; SECURITY HOTELS NEED

Dynamic Room Service Menu

Tapendium allows your in-room dining menu to be highly graphical and content rich, while also up to date. Publishing daily specials is a snap, and if items become unavailable, they can be temporarily hidden. Ordering is simple and eliminates human errors. Intuitive upsell functions also help increase order value and customer satisfaction.

Hotel Information Guide

Tapendium has been shown to reduce calls to the concierge station by 75 percent, as it keeps hotel guests informed of the latest information on hotel amenities, local attractions, and events. Online booking allows guests to purchase tour packages, make restaurant or spa reservations, and access hotel promotional offers. The device's What's on Guide can also generate advertising revenue from local businesses.

Automated Guest Requests

Guests can use Tapendium to order standard hotel services like laundry, shoe shine, housekeeping, maintenance, valet parking, or taxi service. Gift shop items can be purchased online. Special services—

like room drops—can be easily arranged for corporate conferences and meetings.

4G high-speed internet access (LTE version only)

The LTE version of the Tapendium device can also serve as a 4G wireless hotspot with speeds of up to 65Mbps download and up to 45Mbps upload per room. Guests can share the high speed connection with their wireless devices or use the tablet's built-in browser to connect directly.

Custom-built, easily manageable device

Light-weight and stylish, the Samsung Galaxy Tab A is a secure platform that provides a great experience for hotel guests using the Tapendium solution. Samsung KNOX Customization enables Tapendium to lock down the device to offer only the compendium functionality, preventing guests from using the device inappropriately. Device settings—such as sound and display—are preset to ensure an ideal experience. KNOX APIs also enable Tapendium to provide integrated device management via a simple admin portal that allows hotel staff to manage both content and device settings.



Samsung KNOX Customization

To create its solution, Tapendium used the KNOX Customization SDK, which combines an SDK and professional services to enable single-purpose deployments of Samsung Android devices in enterprise verticals.

The SDK provides a full set of configuration APIs for rich control of the device and a fully tailored customer experience. The Customization SDK includes the KNOX Standard SDK and complements its device-control capabilities, enabling developers to extend the basic kiosk mode into the full-featured professional kiosk mode.

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KNOX Customization:
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