

fashioning the hotel of the future with innovation and proven knowhow

Think differently...and shape an amazing experience for a new kind of guest

Today's hotel guests are unique, connected, and informed. They demand instant information. They want joined-up and easy access to travel tickets, car parking, room reservations, meals, and entertainment. They need digital touch points at hand to suit their ever-evolving lifestyle. They expect a personal guest experience.

The hotel of the future is the one that responds - by challenging the old ways of thinking and doing, embracing innovative ideas and technology, and welcoming new kinds of partner relationships.

Atos can fashion your future. We work with hotel groups and individual hotel brands all over the world, helping them to think differently with:

- ▶ Smart mobility solutions for real-time guest connectivity when on the move
- ▶ Self-service kiosks to speed check in, boost upselling, and enhance employee value
- ▶ Online payments that are secure, and flexible for different markets and cultures
- ▶ blueKiwi social hubs helping staff work smarter through increased productivity and innovation
- ▶ Loyalty solutions to improve customer retention and overall guest satisfaction
- ▶ Cloud offerings to ensure speedy, flexible and versatile operations.



As well as our hotel experience, you can access our wealth of relevant, transferrable innovation and knowhow solutions, developed with many other Atos clients.

The MyCity project, for example, is transforming information access and joined-up connectivity

across Barcelona. Our Renault connected car is reinventing customer relationships in ways you can emulate in your hotel. Our skills in managing Big Data - tomorrow's wave of hotel business and marketing drivers - are put to work every day for every kind of client...from banks, to healthcare companies, to utilities.

The connected guest

Imagine a vibrant, international marketplace, where people with disposable income from today's big economies and emerging nations are growing in number by nearly three times in 30 years.

More and more of your future guests will be digital natives, demanding connectivity touch points wherever they roam - for travel booking, ticket buying, car park arranging, and hotel service access straight from a smart phone, tablet or any other form of wireless device in future.

You will want to provide fast and real-time information for them - on a digital wall in reception perhaps. You will want to tell your guests about the hotel and its services in order to upsell and cross-sell, and about local entertainment and other services outside, to give them the joined-up experience they expect.

But you cannot make assumptions about what your guests will want. You will need to respond to individual preferences, demands and characteristics - based on the choices they make when booking or before arrival. You will need to be more flexible than ever before.

For example, some of your guests will still want personal reception service at check-in and check-out. Others will favour self-service to avoid delays. You will need a solution for all. Self-service technology that Atos provides today will help you to combine digital access and self-service check-in. You could turn self-service kiosks into a multi-purpose digital wall - providing a handy wifi hot spot, while keeping your reception elegant and welcoming.

Now consider the business potential for a host of new partner relationships, with digital content providers and advertisers clamouring (and paying for) the attention of solvent connected consumers.

Consider also the opportunities to drive greater efficiency into your business. You will convert former reception staff into consultants, adding value to the guest's stay, and enhancing their own job satisfaction. You will have access to enterprise social software, through our globally proven blueKiwi services perhaps, providing shared information and easy collaboration across your organisation to drive business value.



And think about the opportunity you will have in the hotel of the future to offer compelling propositions to high value market segments. Business people, for example, make a lot of overnight stays, and are usually credit worthy spenders. Travel and expense costs are high, and notoriously difficult for companies to control and reduce. A business proposition that cuts costs and gains control could be your solution to retaining business customers and spawning new revenues.

About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

For more information:

Please contact james.bayley@atos.net