

Digital transformation for hospitality



Atos

Trusted partner for your **Digital Journey**

A man with a beard and mustache, wearing a dark suit jacket over a white shirt, is smiling and looking upwards and to the right. In the foreground, a hand is holding a smartphone, partially obscuring the man's chest. The background is a warm, out-of-focus indoor setting.

Digital transformation for hospitality

What your customers experience can be the difference between you being a high-performing, profitable market leader or always one step behind your competition. Is this something you are prepared to leave to chance?

Putting digital at the heart of your business

We know that customers in the hospitality sector are increasingly asking for more personalised, on-demand interactions and expect to get this through digitally enhanced services and innovative technology.

These needs are being met by more agile 'digitally-native' start-ups and traditional hospitality organisations are having to play catch-up.

From working with hospitality organisations globally, we understand the need to be able to find cost effective and low risk ways, using technology as an enabler, to create new digital experiences that can drive business

outcomes, customer retention and revenue growth, and make you more scalable and future-proof.

From the front desk through to the back-office, we help you build an integrated, digital transformation strategy that brings together your legacy systems with new innovative technology. Using Big Data and analytics, we help you deliver insights that create tailored

experiences and upskills staff, equipping them with the right digital tools to do their job.

We also know that an increase in cyber attacks necessitates robust and up-to-date security systems that provide the necessary levels of compliance and protection for your data as well as sensitive customer data and payment information.

Opening up new possibilities

Imagine if you could:

- Create new customer experiences like 'rooms of the future' where a room, check-in or hotel service has been personalised through choices made at the time of booking or prior to arrival
- Build emotional and long-standing relationships with your customers by offering personalised loyalty schemes that are not 'me too'
- Lower and manage one of your top three costs, that of energy consumption, by using smart technology and analytics
- Use technology to ease your staffing challenges – staff costs and a high turnover rate can account for almost half of your operating expenses
- Increase footfall and customer spend by offering seamless digital ordering and payment coupled with customised and targeted marketing
- Optimise and report food and beverage management.

What we do

Atos helps you deliver the best customer experience and create market disruption through digital transformation and technology innovation.

As your trusted partner in hospitality, we deeply understand your industry, making us the go-to partner to digitally transform your organisation. We work with you to create the very best customer experiences and new, more flexible business models that drive revenue, increase efficiencies and reduce risk.

The best method of success

We understand that while digital transformation may be the needs of your business, justifying IT spend and making a business case can be difficult.

We believe the best method of success is working in collaboration with you and our specialist partners to help you develop, implement and run digital strategies that deliver clear, tangible business outcomes. We start by analysing how your business is performing and where you want to get it to. We work with you to find cost savings and use this cost reduction to fund the digital transformation that you need now – and in the future.

Drivers for change

Hospitality providers have traditionally seen themselves as being in the business of providing guest experiences, whether that be in terms of rooms or food etc. rather than being IT visionaries or running complex IT operations and teams. The sector has, sometimes been seen to lag behind in technology investments and innovations.

But the evolving customer and changing environment means that there is now an urgent need for businesses in the sector to reinvent themselves digitally.

This is so they can meet customer expectations of on-demand functionality and personalised

delivery of services while simultaneously driving ROI. We understand that:

- Your customers expect innovative technology to provide them with on-demand functionality and personalised experiences
- Social media continues to play a strong role in your customer's purchasing decision, particularly through apps such as Facebook, Instagram and TripAdvisor providing inspiration for destinations as well as positive and negative reviews
- Staffing dynamics are likely to change in the near future that will require digitalisation and automation to free-up staff for

more valuable tasks, such as creating outstanding customer experiences in other high-touch areas

- Competition with new entrants is driving the need for new business models and a solid IT foundation and digital transformation strategy. Technology is becoming a brand differentiator
- There is an immediate and urgent need to move to secure systems that provide a more proactive approach to monitoring and pre-empting threats before a security breach occurs. Not to mention the effect of GDPR, ensuring organisations are keeping to the new law on privacy for all individuals.



Our solution: create new digital experiences that make you stand apart from the crowd



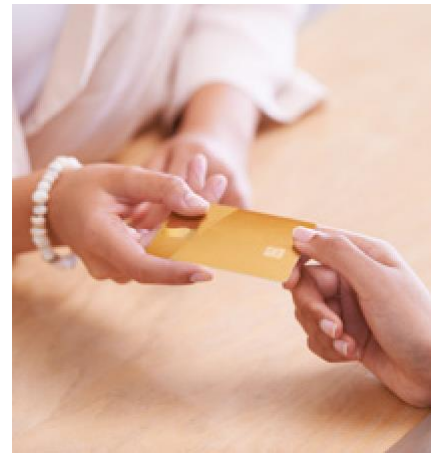
Customer experience

Digital transformation is key to your ability to delight your customers, while creating competitive advantage and brand loyalty. We help enhance your customer experience by:

- Providing integrated customer touch-points and creating seamless omni-channel customer experiences
- Creating more personalised and unique customer experiences using innovation and data insight
- Using innovation to help you differentiate your brand

Atos is at the forefront of creating new digital experiences that can drive revenue for our customers.

Premier Inn, partnered with Worldline (an Atos company) to deliver a Business Account card services scheme that makes it easy for business travellers to pay for meals and accommodation, and ensures efficient and transparent cost control for their employer. The scheme allows spending limits to be made on the card, provides financial controllers with a full breakdown of card usage, and employees don't need to worry about submitting and processing receipts. This scheme now contributes some 25% of annual revenues for Premier Inn hotels and restaurants.



Big Data and analytics

We work with you to find a way through the data jungle to make information a key business driver and competitive advantage.

- Using Atos Codex AI Suite, our market-leading analytics platform, we help gather, filter and evaluate data from various systems and turn it into information to help you make the right business decisions
- We also use Internet of Things (IoT) and Big Data analytics through our Codex platform to create systems that work with large and connected data sets to predict customer behaviour, helping you forecast demand better and increase revenues

Atos has been named a Leader in Big Data & Analytics Services Report by Nelson Hall, April 19, 2018.



Atos and Google Cloud form a global partnership to address the digital transformation needs of enterprise customers. Atos will work with Google Cloud to bring enterprises new secure business solutions encompassing hybrid cloud, data analytics and machine learning and the digital workplace. We are also creating 3 R&D centres and Innovation Labs in Europe and North America to focus on Machine Learning and Artificial Intelligence.



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New business models

We know that new business models are needed to compete with new entrants and to drive new revenue streams.

- We use our proven methodology (Consult – Create – Code) to help you understand, design, build and manage the right business models for you
- We use innovation and new technology to create greater operational efficiencies, helping you to provide an enhanced and differentiated service

Faced with changes in tourism and hospitality, AccorHotels decided to embark on a digital transformation to help them stand out from their competition. Accor decided to hand over the management of one of its most critical systems to Atos in order to meet efficiency, agility and its digital transformation objectives.

The system, called TARS The AccorHotels Reservations System, handles 40 million queries and 120,000 bookings per day. It interfaces with around 100 critical applications operating 24/7, such as web and mobile

applications, the internal reservation centre, hotels, agencies and online comparison sites. Atos successfully manages the system and is also engaged developing new applications like mobile wallet for AccorHotels.



Operational efficiency

Digital transformation can be expensive and complex but there is another way.

- Our experts review your existing business-critical systems and then make recommendations for solutions that can increase efficiencies
- Through our industry-leading service integration and management (SIAM) expertise, we can help you to source smartly and drive service provider rationalisation to reduce costs and enhance quality

As one of the most prestigious hotels in the world, Badrutt's Palace Hotel in St. Moritz impresses royal families and other high profile guests and aficionados from around the world. With high expectations from their customers and employees, Badrutt Palace required a new, up-to-date telephony system to streamline their operations. Unify, an Atos company, provided digital telephony based on their OpenScape 4000 communications system. The system

connects voice, video and data networks, devices and applications into one easy-to-use platform allowing teams to communicate and collaborate effectively, ultimately improving operational and staff efficiency.



Improving staff experience

Providing excellence in customer services starts with happy staff.

- By providing fit-for-purpose solutions, including mobile devices, and smart watches, for example, we can help your team communicate and collaborate effectively, helping to build a more productive, less stressful working environment
- Our Digital Workplace makes your team the strongest link in your customer success value chain

One of the UK's leading online accommodation specialists, used Unify (an Atos company) to transform the way its staff work. This has enabled the company to halve its cost of sales while increasing conversion rates. Benefits to the company include:

- Increased calls-to-booking ratios by over 50%

- Reduced cost of sales by 50%
- Reduced call volume by 35%
- Improved first contact resolution
- Programme payback in less than 12 months

Why Atos for hospitality? —

We are a well-established, growing and financially stable organisation. Working with us means you have peace of mind that we are the right partner for the long-term, helping you mitigate the risk often felt with smaller, less secure partners.

As pioneers in hospitality solutions and having worked with customers worldwide to digitally transform, we bring great learning from all these experiences. We ensure that your digital transformation journey is seamless and risk-free.

We provide bespoke, end-to-end solutions based on what you need, rather than off-the-shelf products. We are vendor-neutral and our solutions are based on what is required to meet your strategy and business objectives.

Our work with strategic partners like Microsoft, EMC, SAP, Siemens, and SMEs ensure that our customers are always taking advantage of cutting-edge technology.

When working with partners to deliver the solution for you, we provide a single contract and a single point of contact – thus significantly reducing risk and project management resources for our customers.

Innovation is at the core of business strategy. We spend approximately €300 million on R&D and we have organised ourselves to think one step ahead to help our clients to reinvent their growth models. We drive innovation through our 100+ member scientific community, our Customer, our Customer Experience Labs, and our Business Technology and Innovation Centre (BTICs).

The most important thing is that along with service, trust and accountability are our core values. Trust is a precious commodity and we value it highly. We are open, honest, transparent and demonstrate mutual respect in all our relationships. We put you, your staff and the environment at the heart of everything we do.

To find out more and get in touch with us, go to:

<https://atos.net/en-gb/united-kingdom/industries-uk/hospitality-uk>

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About Atos

Atos is a global leader in digital transformation with approximately 100,000 employees in 73 countries and annual revenue of around € 12 billion. European number one in Big Data, Cybersecurity, High Performance Computing and Digital Workplace, the Group provides Cloud services, Infrastructure & Data Management, Business & Platform solutions, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies, digital expertise and industry knowledge, Atos supports the digital transformation of its clients across various business sectors: Defense, Financial Services, Health, Manufacturing, Media, Energy & Utilities, Public sector, Retail, Telecommunications and Transportation. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. Atos SE (Societas Europaea) is listed on the CAC40 Paris stock index.

Find out more about us
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Let's start a discussion together

