



apaleo

eBook

GET YOUR HEAD IN THE CLOUD

HOW TO MOVE YOUR
ACCOMMODATION BUSINESS INTO
THE CLOUD

Introduction

In a market that was once dominated by international chains, cloud computing has helped small and independent hotels to have access to the same powerful management tools that were once only within the reach of the bigger brands. The cloud has empowered hotels around the world to enter and compete in global markets. It is also a crucial factor when it comes to reducing management costs and to continuously improving operational efficiency.

The question is no longer whether hoteliers should adopt cloud technology and services, but rather which aspects of their running business are a good starting point to make their first steps into the cloud a success story.

JUNE 2021

The Starting Point



Who can bring me into the cloud?

As a hotelier, you regularly take a close look at your technology landscape and ask yourself: How can my tech stack operate more profitably and efficiently? Especially in difficult times... Every answer should consider what your guests are expecting from you now and how this will change in the future. Keywords such as contactless, hygiene, and digitalization are the focus of a hotel stay. In addition to check-in/out via web, app, or on a kiosk, guests today want mobile functions for their room keys, online payments, as well as a digital registration form to conveniently check-in in advance.

To implement all these services and keep them up to date, the use of cloud services is crucial. No single legacy supplier for hotel technology today is able to lift this heavy weight and provide you with an overall package that can do all this for you. Luckily, these times are over!

A Platform For Your Business

What does this have to do with your hotel business? At its center, the apaleo platform links together all the technology necessary for the business operations and property management. This includes all the applications pertaining to the guest journey, from booking and reservations to sending out an invoice, and processing payments. It also includes flexible room management with the planning of inventory adjustments, reservation and rate management, as well as the processes for accounting and invoicing. The platform enables operational planning and optimization of staff tasks. Most importantly, apaleo gives every hotel brand the power of unlimited integration possibilities via the best hospitality software and third-party applications, and makes it easy to create custom in-house solutions

Today's Reality

“SMARTments business, apaleo, and hotelbird are the perfect trio.”

A Digital Guest Journey

On apaleo's open software platform, hotel businesses can choose between existing hospitality applications and developing their own apps. In a recent collaboration between apaleo, the serviced apartment brand SMARTments business, and the guest-facing technology hotelbird, we built a tech stack that allows guests to open their room door using their smartphones.

Via self-service terminals throughout SMARTments' business properties, guests can check-in and use contactless payments without using a smartphone.

These hotelbird terminals generate contactless key cards for the room. "This means that even smartphone avoiders and unlucky people with defective or lost devices can still check into the room without contact," says Daniel Zawe, Commercial Director SMARTments business. Even in the laundromat, one can avoid other guests by digitally controlling personal washing times. Zawe continues, "Our technology stack is the perfect example of how all digitization options should interact with each other for the benefit of guests. SMARTments business, apaleo, and hotelbird are the perfect trio."

