

# Technology is a Competitive Advantage, & a Necessity

Hospitality, Lodging, Food & Beverage (Catering, Restaurant, Food Processing/Manufacturing, etc.), Service, Travel, Tourism, and Recreation.

Labor shortages, inflation, cyber-threats, and the challenge of maintaining legacy IT systems/practices are all addressed by the operational efficiencies created by automation, Cloud, CX, and Cybersecurity solutions. Innovation, collaborative organizational structure; and data-driven systems are impacting management approaches and day-to-day business operations. An integrated system; built around scalable and secure IT architecture, Standardized Operating Procedures (SOPs), and well-defined financial controls; allows operators/managers to securely achieve operational and cost efficiencies while improving employee and guest experiences. Organizations can also gain incredible visibility and transparency, with transaction-level detail, enabling more informed decision-making for product offerings, procurement, and staffing.

## NEW DEMANDS/EXPANSION OF SERVICES

As an industry, the ability to actively monetize meeting areas, restaurants, and amenities (pool clubs, spa services, co-work facilities) is growing in popularity. Empty rooms don't generate revenue. Food spoiling is a liability. Customers are more connected than ever before. In response to consumer demand, restaurants now emphasize order-to-go options and catering. Increased room cleaning processes (UV-bot adoption), delivery drones, and mixed-use spaces are just some of the innovative approaches that are changing the complexity of the hospitality industry, and being achieved through technology adoption.

## COMMON HOSPITALITY IT SOLUTIONS/SYSTEMS:

- ✓ Point of Sale (POS)/Contactless Payment
- ✓ Enterprise Resource Planning (ERP)
- ✓ Contactless Check-in/Check-Out
- ✓ Back of House Kitchen Display Systems (KDS)
- ✓ Automated Inventory Management Software
- ✓ Human Resources Information Systems (HRIS)
- ✓ Property Management Systems (PMS)
- ✓ Guest Customer Relationship Management (CRM)
- ✓ Revenue Management Systems (RMS)
- ✓ Customer Portals/Loyalty Programs
- ✓ Centralize Reservation Systems (CRS)
- ✓ Online Ordering Systems
- ✓ Autonomous Delivery Tech
- ✓ Self-Service Kiosks
- ✓ QR Codes
- ✓ Delivery Apps/Service
- ✓ Staff Collaboration Tools
- ✓ Meetings and Events Solutions
- ✓ Parity Management Solutions
- ✓ Digital Marketing/Social Media

## TECHNOLOGY TRENDS AND FACTS

53%

of **global transactions** running through POS will be contactless in the next five years. [Hospitality Insights](#)

\$100 BILLION

is the **annual cost** to the hospitality industry from food wastage. [Hospitality Insights](#)

70%

of **consumers** prefer to order directly from restaurants, not third-party services. [Hospitality Tech](#)

44%

of **organizations** don't receive access to valuable customer data, from third-party or own-branded services. [Hospitality Tech](#)

750%

**increase in QR code usage**, replacing menus, list of services, etc. [Hospitality Insights](#)

56%

growth of adopting advanced automation systems/robotics in food manufacture. [Automation World](#)

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# KEY TECHNOLOGIES FOR HOSPITALITY OPERATIONS



**Data Analytics** | Intuition is a thing of the past, data-driven service focuses on the abundance of data and analytics. Industry leaders can be proactive and prescriptive in decision-making and planning by using multidimensional predictive analytics like forecasting and optimization. Hospitality generates immense data, from PMS reservations to POS transactions to Customer Relationship Management (CRM) email engagement. Reporting functions within software (or standalone business intelligence tools) provides the analytical muscle necessary to make sense of this big data, and afford the insights/actionability that delivers a strong Customer Experience.



**Customer Experience (CX)/CCaaS** | Customer Experience (CX) refers to every time you engage with your public – website, social, booking sites, and in-person. Contact Center as a Service (CCaaS) is the modern Contact Center, reaching/engaging with customers in the channels they want, and maintaining that dialog across platforms (email, chat, social, account/interaction history), using what you learn to help direct your representatives to achieve positive outcomes for customers. In the competitive hospitality landscape, where consumers have so many other options, this has never been more important.



**Connectivity** | Digital is so intrinsic to the modern guest experience, from WiFi-6, the latest wireless iteration, and 5G to Fiber and SD-WAN solutions, you can attain fast, efficient, and reliable connections for customers. With the huge number of devices, both guest and organizational, being added to the average network, the increase in speed these connectivity approaches provide dramatic benefits powering the streaming, tablet, voice-activated devices, smart thermostats, smart speakers, and smart locks. Leveraging this technology often provides better service, driving positive guest reviews, and repeat business.



**Artificial Intelligence/Automation** | AI can help you achieve goals like increasing guest satisfaction, boosting performance metrics, and cutting costs. Many industry solutions leverage AI and automation to provide rate recommendations, predict demand (adjust pricing/menu), deploy special website offers, schedule staff, perform concierge duties, review booking sites (oversee pricing), Digital Marketing/Social Media tools, and more. With so many tools, channels, and solutions required and utilized in the industry, maintaining visibility and control requires a new level of sophistication that this technology can provide.



**Cloud** | Cloud technology has empowered the shift from analog to digital in the food, recreation, tourism, and hospitality space. Reservation and waiting list systems, table management software, and digital loyalty systems are just a few examples. Universal adoption of smartphones, tablets, and other handheld devices also allows a new speed of frictionless service that appeals to customers. As the industry evolves beyond on-premises deployments (reception/back-office computers) to solutions that easily support remote work, collaboration, and real-time updates, Cloud provides the access, secure connection, and worry-free environment (scalability, and efficiency) you need to concentrate on your core business.



**Internet of Things (IoT)** | Improve your oversight and experience by incorporating smart features. These sensors, or access points via smart devices, allows you to know more of what's happening and respond faster! IoT sensors can help monitor/maintain food quality in storage, track/regulate movements, assist facility preparedness (e.g., EV cleaning robots, housekeeping, etc.), real-time status updates for customers on their food/rooms, oversee inventory levels, manage staff, and integrate mobile "Key" access – reducing your reliance on staff, while improving quality of experience.



**Cybersecurity** | Hospitality is a prime target for hackers. Numerous high-profile malware attacks have led to hundreds of millions of guests' data being compromised and hundreds of millions of dollars in lost revenue and reputation. MGM Resorts alone was the target of a massive data breach that compromised the personal information of more than 10.6 million guests. Selecting tech tools that provide multilayer security, data protection, secure transactions, and compliance with international payment/data privacy standards is crucial. Staff also need training on how to handle personal information, comply with privacy regulations like GDPR, and the importance of regularly changing access credentials. The many tech innovations we see penetrating the market require constant vigilance of Cybersecurity best practices, regular software updates, and dedication to routine testing and threat assessment.

## WE UNDERSTAND THE HOSPITALITY, FOOD, AND BEVERAGE INDUSTRY

Expertise provides better results and takes time to develop. Our team has experience working with organizations like yours, who provide vital services centered on fulfilling your customer's needs. We understand your concerns and can help find the solution(s) that meet your needs and

requirements. As vendor-agnostic technology professionals (with access to over 200 tech Providers) we will work with you and your requirements – budgetary, efficiency, and timelines – to achieve the outcomes you want, because we work for you!

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