



**Hewlett Packard
Enterprise**

Solution overview

Go mobile—enable more

Mobile applications services that span B2B, B2E, and B2C



Mobility is moving hospitality in a new direction. In fact, it's making the industry more productive, responsive—and accessible for businesses, employees, and customers alike.

The consumerization of devices and applications is real and a growing trend.

Evolving mobile landscape

Mobility is synonymous with enablement. It's challenging everything, especially the way that organizations interact with customers, employees, and partners. No doubt, you're witnessing it all across the hospitality industry.

Organizations in every industry worldwide are redefining their engagement systems to better leverage mobile technology—interacting in much more meaningful ways with their users.

HPE Mobile Applications Services can help you envision, plan, design, build, and test mobile user experiences that integrate with your back-end enterprise systems of record.

Understanding the issues

At HPE, we work right alongside clients in hospitality and many other industries. This closeness to the business well positions us to understand the issues that you deal with every day.

For instance, we know that enterprise mobility is still emerging, and clients lack a global or regional strategy. On top of this, users are bringing new devices into the workplace that have to be securely managed.

With more mobility, clients must prevent data leaks to unmonitored and noncorporate environments—and that includes restricting data manipulation by users. This means putting greater controls in place for deploying and configuring mobile apps—enabling application whitelisting, blacklisting, and other policy-driven app-usage restrictions.

We realize that a simple solution is hard to find in a complex ecosystem. And in certain areas, multiple third-party interaction may be necessary. We also know you might face different issues than are mentioned here. The point is that we can create multiple mobile solutions to address your concerns—in the workplace and marketplace.

Develop your strategy

To differentiate their offerings today, hotels, cruise lines, and other businesses are adopting mobility solutions that enable communications across multiple networks and devices. They're delivering applications, content, and services in a scalable, secure, and reliable way.

Such solutions need an intuitive, friendly interface that facilitates easy-to-use navigation and guest communications. They also enable guests to take advantage of hotel offers and discounts. Successful implementation of enterprise mobility requires an end-to-end strategy that's equal to the task.

HPE defines a three-step approach to enabling enterprise mobility:

Step 1—Review, establish, and refine foundational policy, governance, and security

- Device policies—personally owned (BYOD) versus company-issued devices
- Security policies—information security and privacy
- End-user policies—applications and services (professional and personal)

HPE provides a robust set of solutions:

- **Configuration management** ensures all managed devices are configured to comply with corporate guidelines. This includes mail settings, device security policies, restrictions for applications and use, corporate VPN and Wi-Fi settings, and device enrollment.
- **Security management** sets the security configuration of the mobile device, aligning with corporate security policies. Password and policy enforcement, on-device encryption, and remote lock-and-wipe capabilities—along with other security functions—are included. Certificate-based authentication also is supported.
- **Inventory management** provides the IT administrator with a granular view into device hardware and software status. Several report options are available covering devices and applications under management, policies, and compliance.
- **Support management** provides device and service monitoring and advanced troubleshooting. User self-service and advanced administration are included—plus support for escalated incidents.
- **Infrastructure management** enables HPE to oversee solution server infrastructure management and solution software operation. Patch, backup, and security management are included in this component.
- **Application management** enables IT to centrally distribute, install, maintain, and support native applications. This option includes whitelisting and blacklisting. HPE can also provide an enterprise applications catalog for in-house applications built specifically for the enterprise.

Step 2—Define the collaboration infrastructure for the organization

- Deployment model for mobile applications
- Network and security architecture
- Collaboration infrastructure for the enterprise

Step 3—Establish the architecture to support enterprise-class mobile applications

- Mobile application architecture
- Visualization and information architecture
- Integration architecture
- Testing and quality assurance for mobile applications

Knowing your options

The consumerization of devices and applications is real and a growing trend. Gartner predicts 30% annual growth in mobile devices and 46% annual growth in mobile data through 2015.

Today, 59% of businesses allow employees to bring their own devices into the workplace, and people are quickly adopting. This change, plus the variety of devices, makes securing and managing all of them a major challenge.

Mobile applications, along with the corporate data they access, are just as important. The challenge for IT is to support a heterogeneous device and application environment that drives productivity and still maintains the user experience on the device—without compromising corporate security or limiting IT control.

Our Mobile Management Services integrates with the entire mobile value chain to provide an efficient and flexible mobile solution that solves the balancing act for IT. Our set of services offers management and support for multiple devices, including smartphones, tablets, and ruggedized devices. Android, iOS, Windows Phone, and Windows Mobile platforms also are supported, with BlackBerry devices being managed through a separate dedicated service.

Engaging different audiences

In hospitality, you need to connect more and in better ways with businesses, employees, and consumers. That's why our mobility mindset takes in the full spectrum of B2B, B2E, and B2C.

B2B mobility

Hospitality organizations can create comprehensive, streamlined enterprise-wide applications to promote products and services and increase customer loyalty.

For example, you can make extensive use of mobile search engine optimization and marketing—making it easy for customers to find the mobile version of their sites and learn more about the hotel or cruise line. Mobile apps also can increase the efficiency of services by enabling customers to book rooms or cabins through mobile devices.

Mobile technology offers unique opportunities to stay in close touch with customers, learn from them, and engage them with highly customized marketing. What's more, mobility solutions open up cross-selling, up-selling, and other revenue-generating channels for the industry.

B2E mobility

Hospitality organizations can create a mobile device management platform with enhanced location-based services for staff to better manage resource management and scheduling.

Employees can benefit greatly from productivity applications that enable two-way data transmission to systems and applications—turning raw data into timely, actionable information.

Solution overview

We work with you to create mobile solutions that fit your business and industry.

Also, employees on the move can use a mobility solution to stay connected, receive messages and alerts, and monitor the functioning of a hotel.

With reliable connectivity, organizations can better manage resource availability and usage, accurately track employee timecards, and update task lists throughout the day to accommodate changes and make scheduling updates. By optimizing staff time, you can dramatically transform service delivery. Ultimately, operational efficiency and customer satisfaction are enhanced by letting staff manage and monitor information directly from mobile devices.

B2C mobility

Hospitality organizations can create fully integrated in-house applications. They enable guests to take more control over their hotel or cruise line experience by booking services, staying better connected to other members of their party, and providing feedback about their stay.

For example, customers can book hotel or cruise line services through their mobile devices. Applications also can enable guests to make restaurant reservations and spa appointments, book local tours, and order room service.

Mobility also enables you to solicit customer input. Customers effectively become extensions of hotel and cruise line staff, acting as their eyes and ears. With mobility, guests can provide instant feedback about the quality of their stay, which can lead to facility improvements and better decision-making overall.

Making hospitality more mobile

Mobility is more than just devices. It signals a fundamental shift in the way that hospitality organizations engage with their employees and guests.

HPE can make sure you address every element in the mobility framework as part of your business strategy. Today, we're enabling hospitality organizations to move from desktops and laptops to wirelessly enabled portable solutions tailored to their different audiences.

A sound enterprise mobility strategy needs to consider policies, architecture, security, actionable intelligence, cloud services, and applications. Our mobility expertise optimizes business performance—creating secure, context-aware mobile experiences while keeping your costs in check.

HPE wireless solutions simplify network management and provide you with high-quality choices to meet all of your mobility needs. They are designed to handle bandwidth-intensive applications, such as multimedia and video.

We can enable smarter deployment of mobility programs by helping you understand the true cost of implementing mobile strategies and address the inherent challenges. In fact, HPE is the only service provider with an end-to-end stack of platforms, technologies, and services for mobility—from touchpads to networks and data centers to software—that deliver value across all segments of this market.



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