



Kodiak Broadband PTT for Hospitality

An Application Brief

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Overview of U.S. Hospitality Industry

The hospitality industry consists of lodging/accommodation, food services, gaming, entertainment, and recreations sub-sectors. The most recent data from the U.S. Bureau of Labor Statistics, the American Hotel & Lodging Association, and Statista shows the following key facts for the industry:

- 15.9 million employees, including 1.9 million employed by hotel properties
- Over 836,000 establishments, including more than 53,000 hotel/lodging properties (with 4.9 million guestrooms)
- \$189.5 billion revenue from the hotel industry
- 65.5% hotel occupancy rate
- 40% of hotel guests travel for business, and 60% travel for leisure

Key Communication Challenges for Hospitality

The hospitality industry has experienced continued growth in recent years. From an operational standpoint, key challenges facing the hospitality industry include:

Overall Business Challenges	Communication Challenges
<ul style="list-style-type: none">• Customer acquisition, including use of mobile/social/personalization applications• Enhancement of guests' experience and satisfaction to improve customer loyalty• Employee productivity• Business globalization• Cost reduction and operating profit	<ul style="list-style-type: none">• Real-time communications without disturbing guests• Reaching the right employee or group any time• Application integration• System interoperability• Communication cost control

Kodiak Broadband PTT for Hospitality

To meet the challenges outlined above, the hospitality industry requires an efficient and effective mobile communication solution. Broadband PTT platform from Kodiak, a Motorola Solutions Company, delivers such a solution.

- **Communication over latest cellular networks and W-Fi.** Cellular networks supported include 4G LTE, 4G HSPA+, and 3G. Support for Wi-Fi ensures effective in-building coverage.
- **Simplicity of service deployment and management.** With hosted service, Kodiak eliminates the need for on-site equipment installation, network management or maintenance, and in-house or outsourced user support.

- **Dynamic creation and update of contact list and group list.** Kodiak Broadband PTT comes with a powerful Web-based corporate administrator tool that allows a PTT address book to be created or updated on the fly and synched to individual users' devices wirelessly, in real time.
- **Broad device choices, including the latest smartphones, feature phones, and tablets.** Smartphone/tablet operating systems supported by Kodiak Broadband PTT include Android and iOS. Ruggedized specialty handsets with a dedicated PTT button are available.
- **Multiple PTT calling types.** Users can make 1:1 private calls, pre-defined group calls, ad hoc group calls, and broadcast calls.
- **Call override.** The supervisory override feature allows a supervisor or any other designated person to take over the voice channel at any time, which is essential during emergency situations.
- **Secure multimedia messaging and location tracking features that enhance operational efficiency.** Kodiak Broadband PTT supports secure multimedia messaging (with text, picture, video, file, and recorded voice), location mapping on device, and geofencing, all of which enhance operational efficiency. Users now can access different means of mobile communication through a single application.
- **Multiple application modes.** Kodiak Broadband PTT offers two application modes: PTT radio mode, which provides a single and easy-to-use screen that emulates experience with traditional radio, and a standard mode, which offers full client functionality interactions.
- **Interoperability between two-way radio and cellular networks.** The interoperability capability allows continued use of an existing two-way radio system and expansion of coverage or capacity cost-effectively, with seamless interoperability between PTT devices operating on different networks.
- **Integrated dispatch.** Kodiak offers an integrated dispatch application, which can be PC-based or Web-based. The application supports PTT communications, location tracking, group monitoring, voice recording, etc.
- **Significant cost savings.** Kodiak Broadband PTT, through its carrier partners, provides two pricing options: a low-cost PTT-only plan or a small nominal fee on top of an existing cellular voice/data plan, giving end customers significant cost savings.

Kodiak Broadband PTT delivers numerous benefits, including:

- Minimizing the need to manage multiple communication services
- Eliminating the need for employees to carry multiple devices
- Optimizing network coverage both inside and outside the premise
- Improving communication efficiency and effectiveness
- Leveraging the latest and greatest mobile technologies

- Continuing use of existing two-way radios
- Reducing communication costs

Key Use Cases for Kodiak Broadband PTT

Kodiak Broadband PTT delivers not only the traditional core capabilities of PTT (instant 1:1 and group calls) but also integration of mobile broadband data applications, delivered through the most diverse wireless networks to the broadest choice of devices. With Kodiak Broadband PTT, users can reach the right person or group at any time anywhere and have real-time access to mobile data or productivity applications relevant to their role or functions, all on a single device.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Executives/Hotel Management	<ul style="list-style-type: none"> • Emergency situations • Discrete communications 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data • Hospitality apps
Front Desk	<ul style="list-style-type: none"> • Guest requests • Assigning tasks • Emergency situations • Discrete communications 	<ul style="list-style-type: none"> • Desktop device • Feature phone • Tablet 	<ul style="list-style-type: none"> • Messaging/data • Hospitality apps
Engineering/Maintenance	<ul style="list-style-type: none"> • Emergency situations • Assigning tasks • Status reporting 	<ul style="list-style-type: none"> • Feature phone • Tablet 	<ul style="list-style-type: none"> • Messaging/data • Hospitality apps
Security Personnel	<ul style="list-style-type: none"> • General communications • Emergency situations • Status reporting 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging/data
Housekeeping	<ul style="list-style-type: none"> • Guest requests • Task/status reporting 	<ul style="list-style-type: none"> • Smartphone 	<ul style="list-style-type: none"> • Messaging • Hospitality apps
Banquet/Event Staff	<ul style="list-style-type: none"> • Addressing requests • Task/status reporting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone • Feature phone • Tablet 	<ul style="list-style-type: none"> • Messaging • Hospitality apps
Guest Services, Room Service, & SPA Fitness	<ul style="list-style-type: none"> • Assigning tasks • Status reporting • Discrete communications 	<ul style="list-style-type: none"> • Smartphone • Feature phone • Tablet 	<ul style="list-style-type: none"> • Messaging • Hospitality apps
Hotel Operations, Sales, Marketing, & IT	<ul style="list-style-type: none"> • Discrete communication • Assigning tasks • Status reporting 	<ul style="list-style-type: none"> • Tablet • Feature phone 	<ul style="list-style-type: none"> • Messaging/data • Productivity apps
Dispatch/Hotel Shuttle	<ul style="list-style-type: none"> • Assigning tasks • Status reporting • Discrete communications 	<ul style="list-style-type: none"> • PC • Feature phone • Tablet 	<ul style="list-style-type: none"> • Messaging • Mobile data

Summary

Kodiak Broadband PTT is an ideal carrier-integrated mobile communication solution. It allows users to access instant voice and mobile broadband data services on a single device, with ubiquitous network coverage. For more information, visit Kodiakptt.com.