



Hospitality

Introducing

Cloud Hospitality

The hospitality industry is driven by customer satisfaction and efficient services. Hotel businesses tend to purchase complex on-premises technology systems that become obsolete in a matter of years, forcing companies to spend big dollars to keep up with the newest technology. Our cloud solution lets you virtualize your IT infrastructure to reduce up-front costs, access business applications and reservation systems anywhere on any device, and improve guest experience and employee collaboration in every sector.

Customer Service

The success of a hotel business depends on the satisfaction of their customers.

Customers want access to the fastest technology at their fingertips. If a customer is unhappy with their first stay at a hotel, chances are they won't want to return. Hotels need to keep up on the latest technology to fulfill their customer's wants and needs and maintain a positive reputation across all locations.

Collaboration

Many hotel chains need to manage properties in multiple locations. Hotels need to maintain a certain level of consistency to keep customers happy. If hotel chains can't keep up constant collaboration and communication between properties, it is difficult to maintain consistency across all sectors.

High IT Costs

Traditionally the hospitality industry required on-premises IT equipment and network infrastructure, leading to higher costs and maintenance needs. Hotels would hold off on purchasing new equipment until their system's capacity was reached, rendering the infrastructure inadequate and forcing hotels to purchase an entirely new system. This inefficient model caused hotels to spend more than necessary to maintain the size of their growing businesses.

Detailed Logistics

Hotels rely heavily on the accuracy and efficiency of reservation systems. It is important for hotels to maintain an accurate software system where guests can reserve rooms and book appointments and services. If these applications are not constantly up-to-date, costly mistakes are more likely to occur.

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Cost Efficiency

Instead of purchasing new servers and equipment to keep up with growing technology capacity needs, hotels can reduce the need for physical equipment and drastically cut costs with cloud computing. The cloud doesn't require any upfront software or hardware costs, and reduces overall application maintenance over time. Your business can devote more time and money towards improving customer service rather than technology and infrastructure management..



Guest Experience

Hotels can develop a more intimate and longer lasting connection with their customers through Cloud Hospitality. The cloud makes it easy to collect customer data and offer personalized services to meet each customer's needs. Customers can access restaurant ordering systems, spa and salon appointments, and other amenities on their own devices. With the cloud, you can maintain customer relationships before, during, and after their stay.



Data Access

The cloud makes it easy for hotel employees to manage and access guest information faster than ever. The cloud can be used for inventory tracking, processing guest orders, handling maintenance issues, and more. Employees can also manage reservation systems, housekeeping services, amenities, and more on any device at any time, insuring your team is always one step ahead.



Technology

Our Cloud Hospitality solution offers the latest and greatest technology for your business. Moving your IT equipment and infrastructure off-site will give your hotel greater agility and room to expand at your own pace. The money you save on IT resources can be delegated to the sectors that matter most, including marketing and customer service.

CloudApps Integration

CloudApps simplifies application purchasing and license management for your business. RapidScale offers some of the most commonly used business apps, and also allows you to integrate your existing applications into the cloud. We can support 97% of business applications on the market, including:

Hotel Property Management Software

- MSI
- Micros
- eZee Technosys

Accounting Software

- QuickBooks
- Microsoft Dynamics



Cloud Security

RapidScale offers the highest quality protection for your data and information in our secure, redundant and geographically-diverse data centers. With our SAS70, SSAE 16 Tier 3, Class 1 data centers, your sensitive information will remain safe and secure at all times. All of RapidScale's data centers feature on-premises security guards, an exterior security system, biometric security systems including palm scanners, and constant digital surveillance and recording. Our data centers are engineered to the highest of standards in order to assure your business is running 24x7x365. RapidScale's certified network experts are trained to the highest industry standards and are available round-the-clock, insuring you always have someone to turn to with questions or concerns.