



Case Study: Hotel TV for 1200 rooms

Introduction

Royal Cliff Hotels Group, situated at Pattaya Thailand which runs 4 (four) 5-star hotels is a family owned, award winning resort set in 64 acres of tropical gardens, numerous sports activities, superb dining options and private beaches. The resort offers a choice of four 5-star hotels each with its own distinct style and ambience, extensive meeting and convention facilities. The resort cares for its guests with a high level of service that has always exceeded the expectations of its guests and got numerous prestigious awards for its hotels and restaurants.

Requirement

The Royal Cliff Hotels Group was determined to offer its guests more from their in-room entertainment than standard television programming, with a television picture quality that was just no less than perfect.

The IT manager at Royal Cliff Hotels Group used his years of experience as a network specialist to discover the best possible guest experience, and opted for TV channels distributed over Internet Protocol (IPTV). Most content providers still use standard coax cables to provide their TV channels, but the quality was not good enough for guests to enjoy their stay at the resort. By contrast IPTV has perfect picture quality and provides an opportunity to transform the television into an interactive resource of services and information for guests.

Challenges

- ✓ Quick deployment for 1200+ rooms
- ✓ Integration with Comanche PMS system
- ✓ Enabling Hotel TV as the branding & marketing platform
- ✓ Enabling Hotels services & Tourist information on TV screen
- ✓ Integration with 3rd party Headend system

Solution

Royal Cliff approached Corpus Software to install Hotel TV, Corpus's IPTV platform, after experiencing it personally through a live demo given by Corpus sales manager in Pattaya, Thailand. The I.T manager was impressed by the ease of use, flexibility, the rich feature set offered by the solution and the well-designed, intuitive user interface which is highly customizable and configurable with the hotel's unique branding, content and images.

In addition to allowing all guests access standard IPTV services like Live TV and VOD, Corpus's HotelTV solution provides added extra services like Tourist Information, access Hotel Facilities & Services, Games, real time weather and time information of 5 personally customized cities in the world, ability to play USB content, browser to access wall garden pages, provide capability to order services like restaurant reservations right from the TV and a lot more. The solution allows guests to enjoy more than 60 channels and more than 40 high quality VOD movies. The integration with Comanche, Royal Cliff's Property Management System

that enabled guest check-in, check-out, room change, view bill information and real time guest notification messaging that improved the guest experience.

Automation with Comanche PMS system Integration:

- ✓ Guest can view the complete Hotel bill on TV screen
- ✓ Guest can explore the VOD movies catalogue and make purchase directly through TV screen
- ✓ Guest can book a table for a restaurant through TV screen
- ✓ Automation in operations - Automating Guest check-in, check-out & room change between Middleware and PMS system



Benefits

Corpus's HotelTV solution now delivers high quality Live TV and VOD services along with additional Value Added Services to guests over Royal Cliff's network. The video on demand (VOD) solution also offers the resort an additional revenue stream, as guests pay for each movie. This coupled with the insertion of advertisements in the IPTV screens offer Royal Cliff Hotels Group an additional revenue stream.

About Corpus:

Corpus Software is one of the faster growing IT solution and services company focused on Digital Media Entertainment, Embedded technology and Business Analytics with offices and partners across Americas, Europe, APAC, Middle east & Africa. We work with clients in most emerging technology, that's where we make their business strong and bring in real difference in the way peer operates. A diverse workplace with continues focused towards developing unique ideas and contributions to make our clients business grow, and to keep the momentum going.

Offices: Dallas, London, Singapore, Johannesburg, Hyderabad and Bangalore

