

Hospitality-focused technology solutions

TigerTMS has over 35 years of expertise making and developing hotel systems, and is the leading developer and supplier of specialist middleware and end-user applications to the hospitality market. It currently serves 18,000 properties globally. John Owen, the company's CEO, explains how the group's technology solutions can help hotels better manage their in-house technology systems and enhance the guest experience.

How was TigerTMS originally founded and what is the company's aim?

John Owen: TigerTMS came about when one of the original directors decided to split from its parent company, Tiger Communications, to really focus on the hospitality market, because at the time there was a great requirement for call accounting type solutions in hospitality.

These were the days before the advent of the mobile phone: everybody still made calls from their hotel room and telephone usage was the second biggest revenue stream for hotels after the room rate.

How can your iPortal solution help hoteliers better connect and serve their clients?

iPortal is a mobile guest service solution that is activated when guests scan a QR code, enabling them to access a broad range of

features on their phone. It's built on solid research: numerous surveys confirm that guests do not like to download an app when they are only staying at a hotel for one or two nights.

There are no development costs associated with iPortal as it is easily set up using an online configurator. It enables guests to use their own trusted device to access all the services a hotel can offer. It does exactly the same things as a traditional app but with no download required, making it much faster and easier to use.

iPortal saves hotels money by removing the need for printed directories and other in-house collateral. Once users scan the QR code they gain access to a rich set of features, including secure messaging, speed-dials to hotel departments, view bill and automatic checkout, hotel directory and a range of other services.

iPortal is also a very effective sales tool. For instance, you might arrive at a city without a hotel reservation. You see an advert for a nice boutique hotel and you scan the QR code provided. Almost instantly your device is lit up with information concerning the hotel in question – amenities, news, travel alerts, hotel location and more. Should you wish to contact the hotel, use the messaging service to make specific requests and inquiries.

What's more, iPortal removes the need for in-house print collateral. Hotel fact sheets or directories are costly to print and often require updating, but iPortal can be quickly and easily amended without any cost, ensuring that guests always have access to up-to-date information about their stay.

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Are your applications better suited to a particular kind of hotel or do they adapt according to size and type?

iPortal is suited to all types of properties across the hospitality spectrum and is not confined to larger hotel groups or chains that have more advanced IT departments.

This solution does not distinguish between a 5000-bedroom hotel and 50-bedroom hotel. What's more, it's tailored to a hotel's particular budget. Clients can pay for the service on a monthly consumption-based model. They can manage it independently or a partner can manage it for them.



Contactless technology can make the guest experience safer and more personalised, and can also make the business easier to manage for hoteliers by moving all systems onto one platform.

What is your iLink service and how does it work?

What's really important in hospitality these days is to be able to connect the myriad systems that hotels use together in an easy to use interface – this is where iLink comes in.

The typical hotel has a property management system (PMS) and a telephone system. Hotels have a number of other applications that are directly connected to the PMS – for example, an internet management system. They also have a TV system, a door locking system and a digital signage system.

hotels can benefit from huge savings in time and costs because they now only have one interface with a lot more flexibility and adaptability, and they can introduce new applications more rapidly.

Covid-19 is expected to spur an uptake in contactless technology solutions within the hospitality space. Is that a trend that you are witnessing more and more?

Yes, absolutely. At the end of the day, hotels want to make it easy and safe for their guests by enabling them to use

At the same time, hoteliers want to make their hotel easier to manage and contactless technology can help them achieve that aim.

What key aspects of the hotel technology space are you focusing on to help guests adapt after the pandemic?

At the moment we are working on two key areas. First, we want to help hotels enhance their advertising and marketing reach to potential customers via iPortal. At the same time, we aim to minimise their operational spending and help them utilise the best technologies available to them.

Second, we are helping hotels achieve that aim by integrating better middleware into their technology solutions via iLink.

These two key areas are absolutely essential and are only growing more important as hotels increasingly look to utilise contactless solutions during the pandemic.●

“At the end of the day, hotels want to make it easy and safe for their guests by enabling them to use their own devices more efficiently and effectively.”

iLink is the middleware that connects them. It acts as the glue that binds these individual systems together so the hotel can move all of those applications onto one platform. By transitioning to iLink,

their own devices in more efficiently and effectively. As a hotel manager you always want to offer your client the full range of services and the information they need to make their stay better.

www.tigertms.com

iPortal



No Apps, No Downloads Just Better Guest Service

The Covid pandemic has led to an increasing reliance on delivering services via the guests' own mobile device satisfying their need for safety and mobility.

iPortal delivers hotel information, messaging, telephony client and auto check-out to the guest smartphone without the need to download an App.

No development costs, configure online and guests simply scan a QR code to access all of the services they will ever need before, during and after their stay!

- No Downloads
- Multi-Language
- Hotel Information
- Hotel Services
- Custom Branding
- No Development Costs
- Speed Dials
- Guest Chat
- View Bill
- Auto Check-Out

INNOVATION IN EVERY STEP

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