

Hexnode for Hospitality

Incorporating UEM for a secure guest experience

WHITE PAPER



hexnode

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Introduction

The Hospitality industry brings together all the commercial activities that embody the spirit of being hospitable. The industry blankets all things food, travel, stay, and entertainment. Staying at different luxurious hotels, enjoying the thrill of drifting amidst the clouds while flying economy or business class, and indulging in the most flavorful and finger-licking cuisines from across the world are all part of the charms of the hospitality industry.

Humans crave social interactions not only for their mental sanity but also to efficiently function as members of society. It's surprisingly easy to trace back the essence of any human interaction to either the need to take care of people or the desire to be taken care of. This perennial need to take care of and be taken care of has evolved into the booming hospitality industry that has employed millions and catered to even more over the years. Luxury hotels, air travel, and world cuisine are all part of the hospitality industry's appeal.

In all its technicality, the hospitality industry is complex enough to be thought of as an intricate web held together by the threads of food, beverage, accommodation, travel, transport, tourism, events, attractions, and recreation. Simply put, the hospitality industry is responsible for the complete guest experience.

1

Blast from the past: Hospitality through the years

The global market for hospitality stood at approximately USD 3953 billion in 2021. Experts from around the world have predicted the growth of the market at a CAGR of 10.24%. The net worth of the market is anticipated to cross over USD 6716.3 billion by 2028.

Source : [Facts & Factors](#)

Industries did not come up one fine day. They are the results of years and decades of change and revolutions. The hospitality industry is no different, the industry was molded and shaped by the changes and trends of the different centuries that it has witnessed.

Earlier locals used to allow travelers to rest on kitchen floors or other additional places in the past while they were traveling. Before monasteries decided to construct one, there were no specifically designed facilities for tourists to rest. As a result, accommodation services were born. Inns first appeared in the late 1700s. The only purpose of inns was to provide a place for travelers to rest and eat along the side of the road. They would also look after the horses of the travelers while they rested. The foundations of the contemporary hospitality facility were laid throughout this period. The industry we see today is the result of two millennia of growth.

19TH CENTURY: INFUSING THE HOSPITALITY INDUSTRY WITH THE CONCEPT OF LUXURY

The only lodging option for travelers in the early 1800s was an inn. Many inns were founded before the 19th century. However, accommodations no longer merely consisted of bedding and sleeping quarters. They started giving travelers food and beverages. The luxurious component eventually began to blend in. Hotels were created as a result. Hotels grew in sophistication, offering nicer accommodations and dining spaces.

Then on, the hotels and inns started placing a greater emphasis on services to differentiate themselves from other hotels. Their facilities and services continue to become better. Hotels eventually started to have bars. The bars quickly rose to prominence as a key selling feature for the hotels.

20TH CENTURY: MODERNIZING THE HOSPITALITY INDUSTRY

Despite being more or less ingrained in the culture, hospitality had become a booming commercial sector. Many people started approaching architectural design firms intending to change hotel architecture by introducing more and more amenities. As transportation technologies advanced, more and more individuals were able to travel. Some others seized the chance and entered the hotel industry. That's why several enormous hotel chains began operating in the early to the mid-20th century. The competition in the market was at an all-time high.

In the middle of the 20th century, cars rose to enormous popularity. The well-connected road system made intercity travel more convenient. These elements encouraged the development of motels. To accommodate an increasing number of travelers who might want to stop for a short break or spend the night while traveling, these motels were constructed next to the major highways. The concept of motels was favorably embraced owing to their affordability and convenience, and as time went on, their population increased dramatically.

21ST CENTURY: TECHNOLOGICAL ADVANCEMENTS DIP THEIR TOES INTO THE HOSPITALITY INDUSTRY


The conventional hospitality industry has developed into what it is now, but it all began with just giving people a place to sleep. The customer has always been the focus, despite all the changes the industry experienced. It is continuously developing to get better. The hotels reached unprecedented heights in this new century. The 21st century saw the construction of some of the tallest hotels. It was all made feasible by the engineering design services' technological improvements. The Burj al Arab and the Hotel Fairmont Makkah are a testament to this fact.

The hospitality industry has seen a lot of ups and downs in terms of market value. The hospitality industry which stood at USD 3 Billion in 1990 crossed the coveted USD 25 Billion mark in just 3 decades. However, the numbers took a dip due to the 9/11 attack and the recession of the new millennia. However, the industry was able to swing back in less than a year. As of now, the hotel industry alone stands at a glowing USD 500 Billion, securing the lives of a little more than 4 million people.



2

Many pieces that make up the whole picture

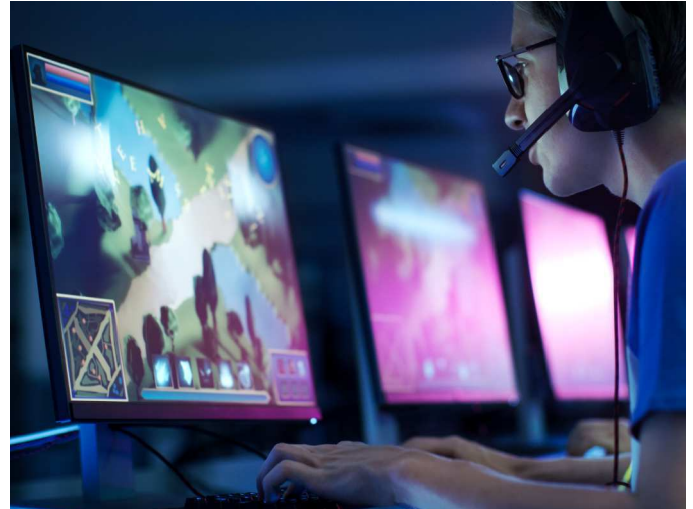


There are a lot of ways the hospitality industry indulges in upholding the spirit of hospitality. These ways cover the bases of food and accommodation, travel and tourism, and entertainment. All these pieces come together to form the entire hospitality industry.

The hospitality industry is vast and diverse, comprising various sectors that cater to the different needs and preferences of guests. These include, but are not limited to:

- Hotels - This is one of the most well-known sectors of the hospitality industry. Hotels range from budget-friendly motels to luxury resorts providing guests with a variety of services such as accommodation, food and beverage, and recreational facilities.
- Restaurants - The restaurant sector includes a wide range of dining establishments, from fast-food joints to fine-dining restaurants, that offer a range of services such as food, beverages, and catering.

- Events and catering - This sector includes businesses that specialize in planning, organizing, and hosting events such as weddings, conferences, and meetings, and they also provide catering services for these events.
- Gaming and entertainment - This sector includes casinos, theme parks, and other entertainment venues that offer a wide range of services such as gaming, entertainment shows, and other recreational activities.



- Travel and Tourism - This sector includes businesses that provide transportation, accommodation, and other travel-related services, and it also includes tour operators, travel agents, and other businesses that help to plan and organize travel.
- Health and wellness - The health and wellness sector include spas, wellness centers, and other facilities that offer services such as massage, yoga, and fitness.
- Vacation rentals - This sector includes short-term rentals such as apartments, villas, and vacation homes. They are becoming increasingly popular as an alternative to traditional hotels, especially for families and groups of friends.
- Food and beverage - This sector includes a wide range of businesses such as bars, pubs, nightclubs, and cafes, that provide food and beverage services, entertainment, and other recreational activities.

All these sectors of the hospitality industry provide different services and experiences to guests and are all essential to the overall hospitality industry. As the industry continues to evolve, new sectors will emerge, and existing ones will adapt to changing customer needs and preferences.

3

Digitalizing the hospitality industry

The whirlwind of digitalization has impacted all industries in some form or the other. The hospitality industry is undergoing a digital transformation that is changing the way guests experience hotels and the way hotels manage their operations. From online booking and check-in to virtual reality tours and artificial intelligence-powered customer service, digital technology is revolutionizing the industry.

NOTICEABLE CHANGES IN THE INDUSTRY

One of the most significant changes brought by digitalization is the shift to online booking. Today, guests can book their accommodations through a variety of websites and apps, and many hotels have online booking systems as well. This not only makes the booking process more convenient for guests, but it also allows hotels to manage their inventory and pricing in real time, providing guests with the best deals.

TRANSFORMING THE FACE OF HOSPITALITY WITH AUGMENTED AND VIRTUAL REALITY

Virtual reality and augmented reality are also being used to enhance the guest experience in the hospitality industry. Many hotels now offer virtual tours of their properties, which allow guests to explore the hotel before they arrive. This can be especially helpful for guests who are booking accommodations for the first time or for guests who want to see what their room will look like before they arrive. Some hotels also use augmented reality to enhance guest experiences, such as virtual concierge services, and interactive wayfinding.



HOSPITALITY IN THE FACE OF UP-AND-COMING AI TRENDS

Artificial intelligence (AI) is also increasingly being used to improve the guest experience. Some hotels are now using AI-powered chatbots to provide customer service, which allows guests to get answers to their questions and make requests in real time. AI can also be used to analyze data from guests' stays and make personalized recommendations for future visits.

The digitalization of the hospitality industry is also having a significant impact on how hotels manage their operations. Many hotels are now using technology to improve their efficiency and reduce costs. For example, hotels are using digital systems to manage inventory and pricing and to automate tasks such as check-in and check-out. This allows hotels to operate more efficiently and to provide a better guest experience.

INCLUSIVITY OF MOBILE TECHNOLOGY

Mobile technology is also playing a critical role in the digitalization of the hospitality industry. Many hotels now offer mobile check-in and check-out, which allows guests to bypass the front desk and go directly to their rooms.

Some hotels also offer mobile keys, which allow guests to use their smartphones to unlock their rooms. This not only saves time but also improves security by reducing the need for physical key cards.




OPPORTUNITIES FOR PERSONALIZATION AND CUSTOMER ENGAGEMENT

Another important aspect of digitalization in the hospitality industry is the opportunity it provides for personalization and customer engagement. With the use of technology, hotels can gather data on guests' preferences and behaviors, and use this information to create customized experiences and tailored offers. For example, hotels can use loyalty program data to offer guests rewards or special discounts, or use personalization technology to suggest activities or amenities based on guests' previous preferences. By providing personalized experiences, hotels can create a strong emotional connection with guests, increase brand loyalty, and drive repeat business.

4

Improve the spirit of hospitality with Hexnode



The hospitality industry is heavily reliant on technology to manage operations, provide a good customer experience and maintain a competitive advantage. With the growing use of mobile devices, IoT devices, laptops, and other endpoints, the need for a Unified Endpoint Management (UEM) solution has become increasingly important.

HEXNODE'S SUPER-EFFICIENT CENTRALIZED CONSOLE

Hexnode UEM provides a centralized platform that allows hotels to manage and secure all their endpoints from a single location. These endpoints include anything and everything from mobile devices, laptops, and other IoT devices used by staff to the devices and systems used by guests, such as in-room tablets, smart TVs, and thermostats. A single console to keep track of all the devices deployed and pull reports from, as and when needed. The centralized console is more than capable of managing the various devices as well as users by introducing the concept of device groups and user groups. Moreover, the dashboard provides a smooth and efficient way of adding apps to the collection and customizing app catalogs for easy deployment of apps to all the managed devices.

HEXNODE'S FEATURES THAT CAN BOOST THE HOSPITALITY INDUSTRY

The most obvious feature that Hexnode offers the hospitality industry is the ability to improve digital security. With Hexnode, hotels can easily deploy security policies and software to all their endpoints, ensuring that sensitive information, such as guest data, is protected from cyber threats. Adding on to that, Hexnode also enables hotels to easily track and locate lost or stolen devices, reducing the risk of data breaches.

Moreover, Hexnode can help hotels to increase operational efficiency by automating tasks and streamlining processes. For example, hotels can automate the check-in and check-out process, allowing guests to use their mobile devices to check in, access their rooms, and even check out, without visiting the front desk. While this approach can save time and resources for both guests and staff, what about the security threat posed by using personal devices to access the data and resources of the hotel? This is where Hexnode comes in to keep the data safe and secure. The easy-to-use and deploy policies will keep the network and the devices clean.

Another benefit of Hexnode for the hospitality industry is its ability to enhance the guest experience. With Hexnode, hotels can easily deploy and manage in-room devices, such as tablets and smart TVs, which can be used to provide guests with information about the hotel, local attractions, and amenities, and even allow them to order room service or request housekeeping. Hexnode can also be employed to provision a self-service portal that allows guests to perform various tasks such as checking in, requesting extra amenities, and more.

PERKS OF USING HEXNODE

Hexnode can help hotels reduce costs by providing a single platform to manage all of their endpoints. This eliminates the need for multiple-point solutions, such as separate mobile device management, endpoint security, and asset management solutions, which can be costly and complex to manage. Improving security, enhancing the guest experience, increasing operational efficiency, and reducing costs are the selling points that make Hexnode so appealing to the hospitality industry.

5

Securing hospitality with Hexnode

Knowing benefits is one thing and knowing how to make the most of these benefits is another. The different features of Hexnode can be used in a multitude of ways to extract the best possible results in terms of efficiency and productivity.

KIOSKS IMPROVING CUSTOMER EXPERIENCE

Easily catch customers' attention using the bright and colorful digital signages provisioned by Hexnode. Easy and hassle-free conversion of Android devices into attention-grabbing screens that stream images or videos gives Hexnode an edge.

Hexnode's kiosk management capabilities are by no means limited to digital signages on Android devices but cover an expanded ground spanning all the major operating systems. Different sectors of the hospitality industry have started recognizing the potential of kiosks in their everyday working strategy.

PROTECTION AGAINST DATA BREACH

The hospitality industry acquires tonnes of data on an everyday basis. The very real possibility of data leaks due to the deployed devices not being properly provisioned is scary enough to run brands out of business. With Hexnode, each sector in the hospitality industry can easily deploy devices with all loopholes of data breaches covered and closed. Give Hexnode a shot to tighten your network security by configuring network settings, setting up proxies, and employing effective VPN tactics.

One of the scariest and easiest causes of data breaches involves human errors. Hexnode allows provisioning employee devices with strategic restrictions on device usage, application usage, and network data usage, thus considerably minimizing data leaks due to human ignorance. With Hexnode, be on top of device security and data security by applying policies to ensure hackers do not exploit lost or stolen devices.

THE VOICE OF TRUTH...

The moment of truth for any organization is when the customers come back to review or share their experiences. No number of paragraphs going on and on about features and configurations will be as authentic and convincing as the customer stories. Chance a glance at how Hexnode has dabbled in the hospitality industry and left a mark...

Millennium Hotels and Resorts

Millenium Hotels and Resorts are the standards for mixing Asian hospitality with western comforts. They wanted an efficient device management solution that could restrict the devices to a few work-specific applications and meticulous tracking action for thorough control over their devices. Hexnode powered through and took care of complete endpoint security for Millenium Hotels and Resorts as Hexnode's cross-platform kiosk management solution became their perfect fit.



Guipli

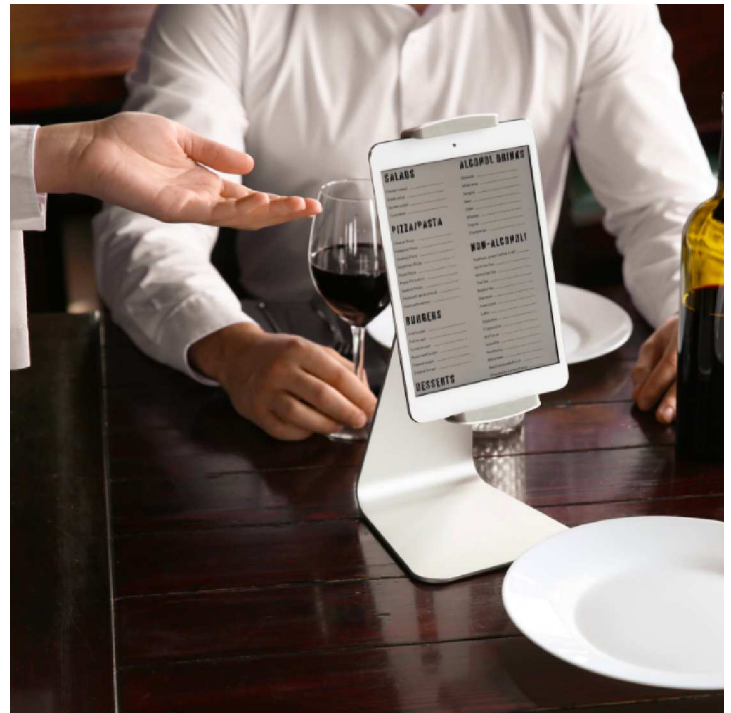
Guipli, based out of Rio de Janeiro, is an IT company that strives to simplify the process of placing food orders in a restaurant. Hexnode helped Guipli accomplish its business objectives. The team needed help controlling the business Android tablets that were given to their clients, and Hexnode provided them. They could quickly and easily update their bespoke application via the Hexnode console. By placing access restrictions on the devices, they could guarantee the highest protection for such gadgets. With a wide range of features, they could guarantee that the gadgets are used for their intended purposes.

Skyline Dynamics

Skyline Dynamics is a digital transformation expert firm that offers online food ordering through kiosks, websites, and mobile apps. The kiosk management solution and excellent remote functioning capabilities made Hexnode appealing to Skyline Dynamics. Additionally, the organization was impressed by the simple but sleek UI and the best-in-class user experience.

Allegheny Beverage Co.

Allegheny Beverage Co. saved productive time and money by employing Hexnode as their preferred UEM solution. They capitalized on the extra time that would've otherwise been spent manually deploying and provisioning the many iPads employed for business purposes. The organization was more than happy about the excellent app management features offered by Hexnode. The app management functionality offered by Hexnode was refined enough for Allegheny Beverage Co. to distribute their custom application to multiple devices and update them to the latest version without spending much of their productive hours.





Conclusion

Hexnode is a one-stop solution for all your endpoint management needs, that enables hotels to improve security, enhance the guest experience, increase operational efficiency and reduce costs.

There is no denying the fact that the hospitality industry is ever-evolving and the need for a UEM solution will only become more important for hotels to stay competitive and secure. Hexnode is a game-changer for the hospitality industry.

This powerful UEM solution allows hotels to manage and secure all their endpoints from a single location, making it easier to keep guests and staff safe and secure. It's all about providing the best possible experience to the guests, and Hexnode is a valuable tool that helps hotels achieve that goal. It's time to embrace the power of technology and take your hotel operations to new heights with Hexnode.