GRAND AMBASSADOR SEOUL ASSOCIATED WITH PULLMAN’S

hospitality management solution increases customers’ satisfaction and property’s management efficiency

- **Company**: Grand Ambassador Seoul associated with Pullman
- **Website**: http://grand.ambatel.com
- **Country or Region**: Republic of Korea
- **Size**: 413 Rooms
- **Industry**: Hospitality

**Company Profile**
With over 60 years of history, Grand Ambassador Seoul associated with Pullman is a five-star hotel providing the most modern facilities and services. As the ambassador of Korea’s hotel industry, Grand Ambassador Seoul leaped toward global market by making a business partnership in 1989 with Accor, a global hotel chain based in France. With strategic alliance with an upscale brand Pullman, Grand Ambassador Seoul associated with Pullman has been able to support for guests’ successful business as well as comfortable stay.

**Software and Services**
- Samsung LYNK™ HMS
- Samsung LYNK™ SYNC
- Samsung Hospitality Display HD690 Series

**ABOUT CUSTOMER**
Grand Ambassador Seoul associated with Pullman is a flagship five-star hotel of the Ambassador Hotel Group’s 17-hotel portfolio, with 60 years of history behind its facilities and services. Business partnerships with Accor, a France based global hotel chain, and upscale brand Pullman shows its commitment to be a global brand. It has never ceased its continuous effort to offer only the best in technology, services, and accommodations to modern travelers who are becoming ever more sophisticated.

“We’re constantly leading the way whether it’s the first hotel to adopt new technology such as a switchboard system for our operator or developing World-leading ‘smart guestrooms’ with the latest technology.”

- Nam-Wook Kim,
General Manager of Grand Ambassador Seoul associated with Pullman
BUSINESS NEEDS

As the ambassador of Korea’s hotel industry to the global hotel scene, and as the flagship hotel of the Ambassador Hotel Group, Grand Ambassador Seoul associated with Pullman has always strived to stay ahead in the services, facilities, and technology it provides to its guests. It has turned its lobby into a tech hub bustling with IT activities ranging from simple email exchange to accommodating business level data communication connectivity. Now, the hotel is turning towards its guest rooms to offer the next level of services in the industry providing only the best to its guests.

• Quality experience for modern travelers
  Travelers of today are becoming more sophisticated with the technology they carry wherever they go. These technologies enable travelers to accomplish more in the same space and time. Therefore, it has become a common expectation that they want a more holistic experience from their accommodation as well, whether it be for leisure or for business. They want more value out of their accommodation, in that the accommodation should be something more than just a room to lodge in but an environment that aids in what the travelers want to accomplish.

• Technology for personalized experience
  Technology has now become an essential part of our daily lives. It doesn't live just on the table or the wall anymore, but now it goes wherever we go. It has become more personal if not more than even traditional accessories like watches. It is now near impossible to accommodate guests without tending to their tech gadget needs. The needs of the guest’s gadgets are something that should be addressed by the hotel’s in-room services and technology.

• Digital and IT technology as a premium
  In-room technology ranges from invisible motion sensors and switches that trigger various in-room operations to the center piece of the room - that is the large hotel televisions decorating the hotel room. A simple and elegant yet highly functional digital and IT technology is what a hotel room needs to keep its premium ambience while providing all the technological benefits underneath.

• Increase management efficiency
  As the in-room technology package grows, it becomes exponentially complicated to manage all 413 rooms. Though the settings may be nearly identical for each hotel rooms, there are various customizations that are necessary to make each room specially outfitted for each guest. With centralized control over the complete range of advanced in-room technology, special care for each unique guest can be catered to with minimal administrative effort.

SOLUTION

Samsung Hospitality Display Solutions is designed for simplicity and aims to deliver technology in anticipation of all use cases applicable to a hotel environment. Samsung has studied the hotel trend and environment extensively to identify what the hotels need the most and have designed and implemented the solutions in a stylistic manner specially fit for the hotel environment.

“Leisure travelers are not just looking for a place to sleep any longer; they want a high quality experience.”
- General Manager of Grand Ambassador Seoul associated with Pullman

“We've transformed the TV in the room from a simple entertainment box into a single control hub that improves the guest experience and increases hotel efficiency.”
- Samsung Representative

• Samsung LYNK™ HMS
  Samsung LYNK Hospitality Management Solution (HMS) is an integrated solution that works with select Samsung Hospitality Display to bring various control and management solutions to the hotel in a single package. Hotel managers and staffs can utilize different parts of the solution package to control energy usage in a room, as well as various other in-room technologies, all based on various sensory and monitoring data that are made available to the system. Guests will have the convenience of a single interface to control various in-room facilities which normally would have required fumbling through multiple remote controls or physically reaching out to the controls scattered throughout the room. What individual components of the Samsung LYNK HMS brings to the hotel is not new to the industry, however bringing them into a single solution package ensuring seamless interoperation is where Samsung LYNK has championed.
- **In-Room Control (IRC)**

In-Room Control (IRC) is part of the HMS that the guests will have the most frequent access to. It provides an intuitive graphical overview of all the information collected from various in-room facilities and services, such as air conditioner, housekeeping requests, lightings, drapes and so on. In a more traditional hotel room, guests would’ve had a separate remote control each for air conditioner, lights, televisions, and electronic drapes, but with the IRC a single remote control and a single visual interface on the Hospitality Display is all that is required. This undoubtedly enhances guest’s in-room experience.

- **Energy Management Solution (EMS)**

Energy Management Solution (EMS) aims to address the energy consumption concerns of the hotel management, as well as providing an upgraded comfort to guests. EMS in its heart is a solution that can remotely control various energy consumption activities in a guest room, such as the air conditioner, power outlets and lightings. Hotel managers can assign rooms into groups or set individual rooms to a pre-set room temperature and lighting configuration as guests walk in, all remotely from behind the scene. With combination of door sensor, motion sensor and various other sensors in the room, guest presence in a room can be recognized to automatically transition from energy saving mode, which keeps the heating or cooling down and the lighting dimmed to optimize energy use, to an ideal welcome mode for the guests’ comfort.

- **Room Management Solution (RMS)**

Room Management Solution (RMS) provides the hotel with various statistics and real time monitoring data from all the rooms. Real time monitoring enables prediction of early-on device failures and also serves as a means of security. Analyzing the accumulated historical data also can give the hotel the understanding of various devices and energy usages over time, which in turn allows hotels to optimize future operations for higher efficiency. With RMS Mobile, which is a mobile solution installed on staff’s mobile device, each hotel staff can be provided a prioritized schedule of workflow planned out based on the data collected from the rooms. Additionally, real time room service requests to clean up or to refill any amenities can be weaved into the current workflow in consideration of priority of tasks, which in turn improves staff’s performance and efficiency on the job.

- **Content Management Solution - SINC**

LYNK SINC Content Management Solution (CMS) is a powerful custom content management tool that supports bidirectional information flow. With CMS, hotel managers can set up welcome messages as the guests check in and walk into the room, all from behind the front desk. Along with the welcome message, other messages that would help the guests during the stay, such as facility events, special chef’s menu of the day and other special promotional contents can also be shared. Staying true to its roots, CMS acts as the central hub to access all custom contents made available by the hotel ranging from weather reports and channel lineups to accessing familiar apps from smartphones and tablets.

- **Samsung Hospitality Display HD690 Series**

HD690 is a slim design hospitality display of the Samsung Hospitality Display lineup. By default, hospitality displays by Samsung come equipped with an internal CPU and storage that eliminates the need for a separate bulky STB (Set Top Box). The HD690 are compatible with LYNK HMS solution out of the box and tested for large scale rollouts in hotel environments. It comes in sizes ranging from 24” to 55”.
BENEFITS

With a powerful, integrated solution, the hotel's new in-room services allow guests to feel that they are receiving more luxurious service, increasing guest satisfaction. This is a real world example of “technology as a luxury” trend and Internet of Things in action to deliver genuine ROI. It proves how new technology can change our experience of the world.

“We’ve seen an immediate impact. In a 6-month period, Grand Ambassador Seoul associated with Pullman can save around 30% on energy costs. And crucially, guests have responded positively, with 90% saying they were satisfied with the Samsung LYNK HMS.”

- Marketing Manager of Grand Ambassador Seoul associated with Pullman

General Benefit

As a solution developed specially for hotels, Samsung LYNK HMS addresses the needs of the hotel and goes beyond to achieve an ideal hotel environment from the perspective of both the hotel management and the guests.

- Provide optimal in-room content, energy and room control management via seamless integration of Hospitality Displays and wireless technologies
- Elevate guest experience through streamlined device control accessibility and easy-to-use solution
- Personalize guest experience as the guest walks in to the room
- Utilize real-world Internet of Things (IoT) with the use of sensors for connectivity and reactivity
- Save approximately 30% on energy cost
- 90% of visiting guests responded positively with satisfaction

Hotel’s Benefits

With Samsung LYNK HMS and Hospitality Displays deployed in the hotel, Grand Ambassador Seoul associated with Pullman was able to address many of the concerns they had in operating a five-star flagship hotel. The hotel management’s effectiveness and efficiency have greatly improved.

- Elevate guest experience with streamlined device control accessibility
- Elevate the level of service with consolidated control and management capability capitalizing on an integrated hotel solution
- Streamline workflow using real-time monitoring and mobile app use
  (Mobiles app is ready and being benchmarked for just 3 rooms at the moment, with plans to expand on successful trials)
- Cut energy cost by 30% by using sensor-based control and energy management plan
- Lead the competition in the top tier hotel industry

Guests’ Benefits

The guests lodging at the hotel will experience the latest in hotel in-room technology ranging from various automations intelligently doing the work in the background as well as the simple and intuitive control interface up front.

- Feel special with personalized greetings (as guests walk in, Hospitality Display turns on with personalized welcome message, lightings turn on and the drapes open for the scenery)
- Control in-room amenities from a single remote control and a single interface with intuitive use interface on the Hospitality Display (additional to the traditional switches)
- Control in-room environment simply and intuitively (adjust room temperature by how it feels rather than with numbers)