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PERSONALIZING THE GUEST EXPERIENCE

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OUR TALK TODAY:

- SCALING MOBILE ACROSS THE ENTERPRISE

- LEVERAGING MOBILE TO ENHANCE GUESTS' STAYS

- IMPORTANCE OF STRONG, AGILE, COLLABORATIVE TEAMS

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STARWOOD IS…

LEADING GLOBAL HIGH-END HOSPITALITY COMPANY
NINE DISTINCT LIFESTYLE BRANDS
1,200 PROPERTIES WORLDWIDE IN 100 COUNTRIES
181,400 TALENTED ASSOCIATES WORLDWIDE



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OUR BRANDS

Le MERIDIEN

aloft SM W HOTELS

FOUR POINTS

WESTIN

THE LUXURY COLLECTION

W HOTELS

Sheraton

ST REGIS

element

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DOMANI IS…

TWELVE YEARS OLD
IN DUMBO, BROOKLYN
A TECHNOLOGY-INFUSED CREATIVE AGENCY

WE HELP BRANDS EXPRESS THEMSELVES AND IGNITE COLLABORATION



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WHAT WE DO

Digital Brand Strategy

+

Platform Development

+

Digital Marketing

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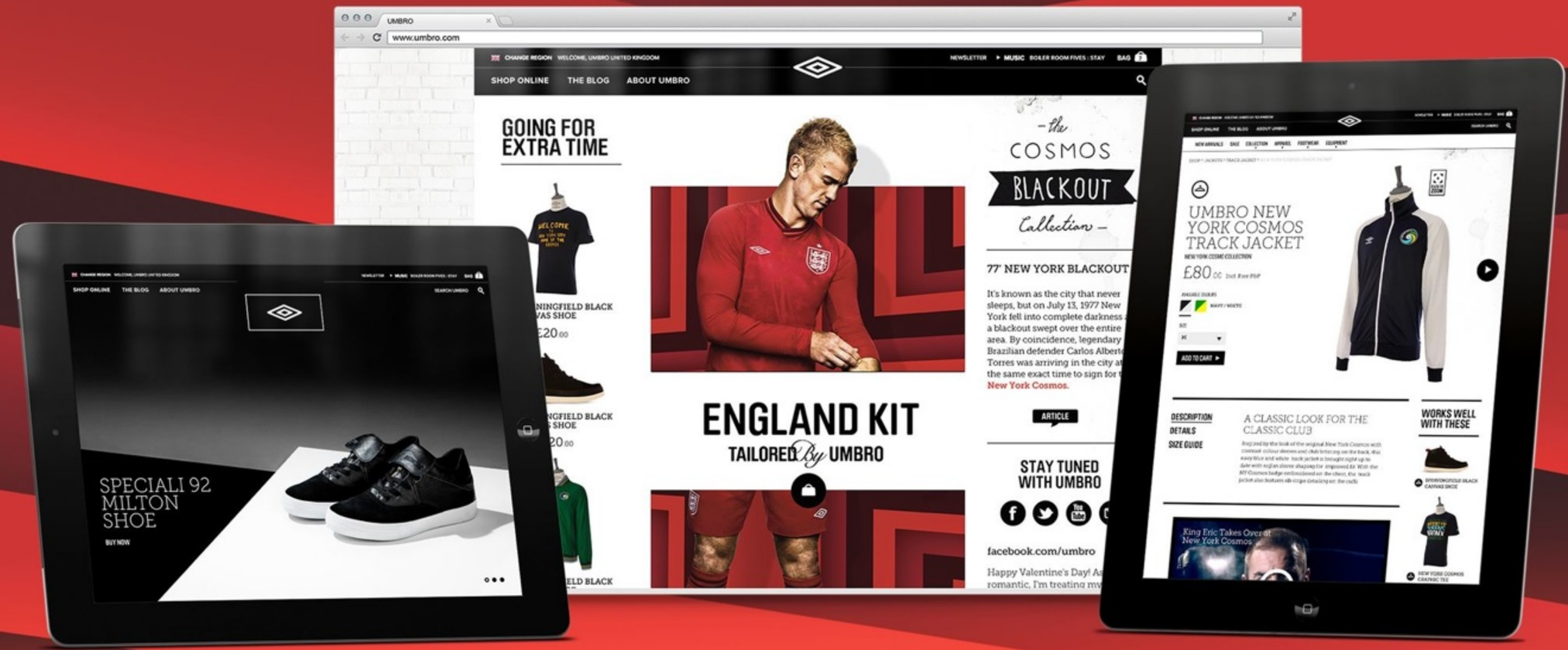


WE HELP BRANDS TELL STORIES.

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WE BUILD PLATFORMS.

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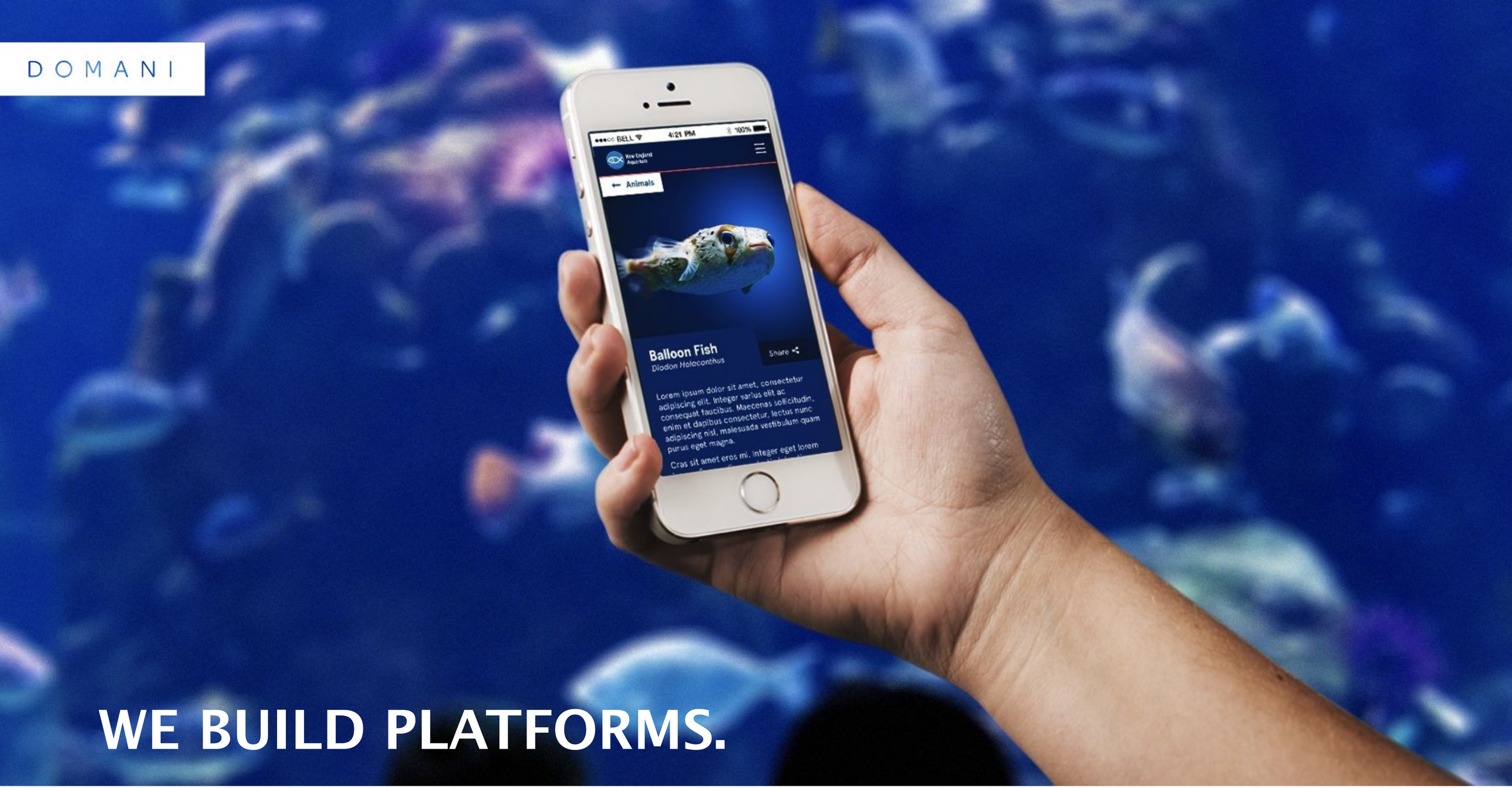


WE BUILD PLATFORMS.

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WE BUILD PLATFORMS.

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DOMANI | STARWOOD PARTNERSHIP

– 10+ YEARS
– 100+ PROJECTS
– 9 BRANDS
– LOCALIZED IN 9+ LANGUAGES
– MARKETING / PLATFORMS / SOCIAL

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TODAY PERSONALIZATION IS AN EXPECTATION

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75% OF CONSUMERS LIKE WHEN BRANDS PERSONALIZE OFFERS AND MESSAGES

SOURCE: ABERDEEN GROUP, 2013

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HOSPITALITY IS PERSONALIZATION

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OUR GUESTS ARE AT THE CENTER OF EVERYTHING WE DO…

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...AND THEY'VE COME TO EXPECT A GREATER LEVEL OF PERSONALIZATION.

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User Preferences

Aligned with



Hotel Attributes

Enhances



Personalized Stay Experience

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EVERY GUEST IS UNIQUE. MEETING THEIR PREFERENCES IS PARAMOUNT.

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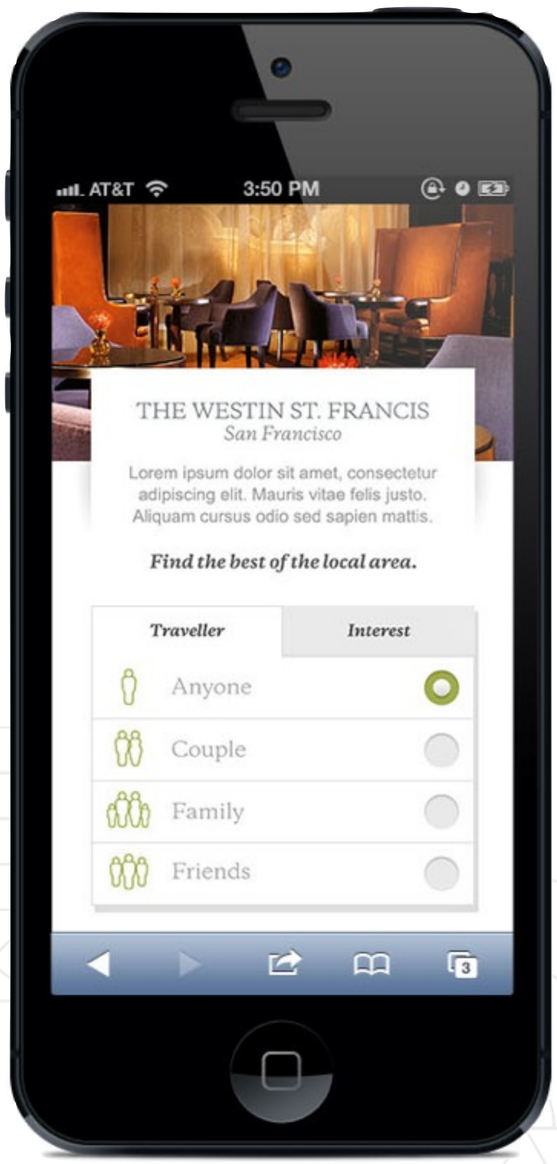
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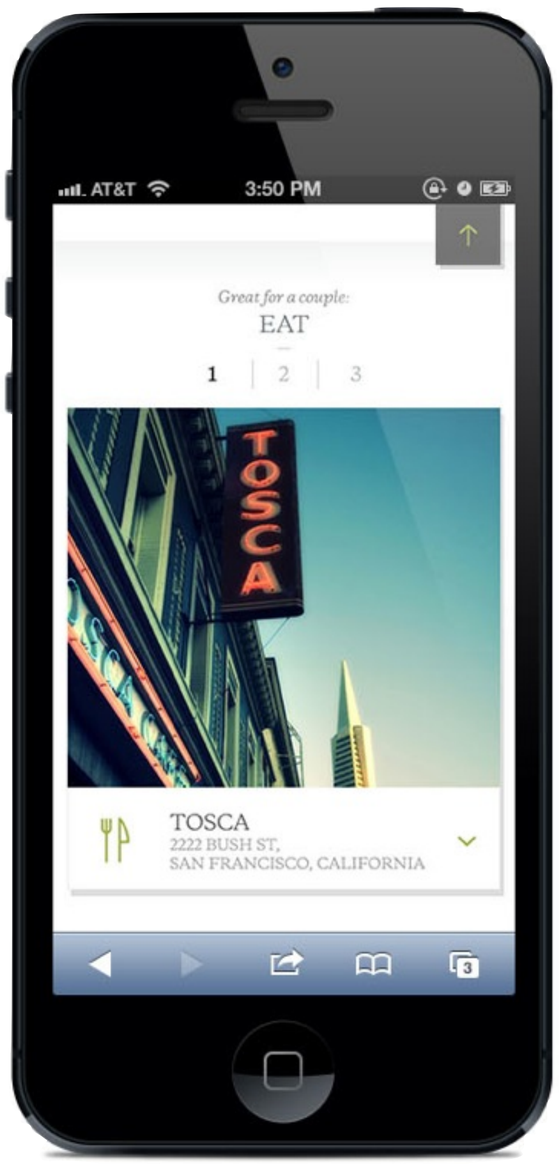


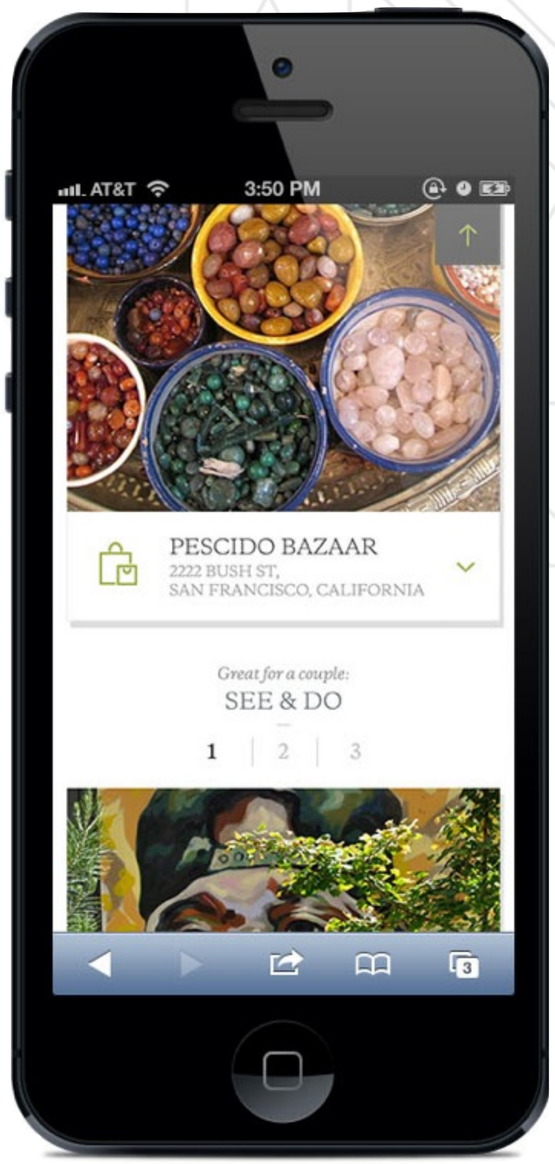
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EVERY PROPERTY IS UNIQUE.

THE PATH TO AN ENHANCED STAY MEANS TAKING STOCK OF ALL THE FEATURES AND AMENITIES ALREADY AVAILABLE.

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1,200 PROPERTIES.
350,000 ROOMS.
100 COUNTRIES.

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SHERATON MACAO HOTEL, COTAI CENTRAL

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THE WESTIN KIERLAND RESORT & SPA, SCOTTSDALE, ARIZONA

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W SINGAPORE – SENTOSA COVE

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HOW DO WE DO THIS QUICKLY AND SCALE IT GLOBALLY?

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BUILD, SCALE & DEPLOY A SOLUTION TO IMPACT:

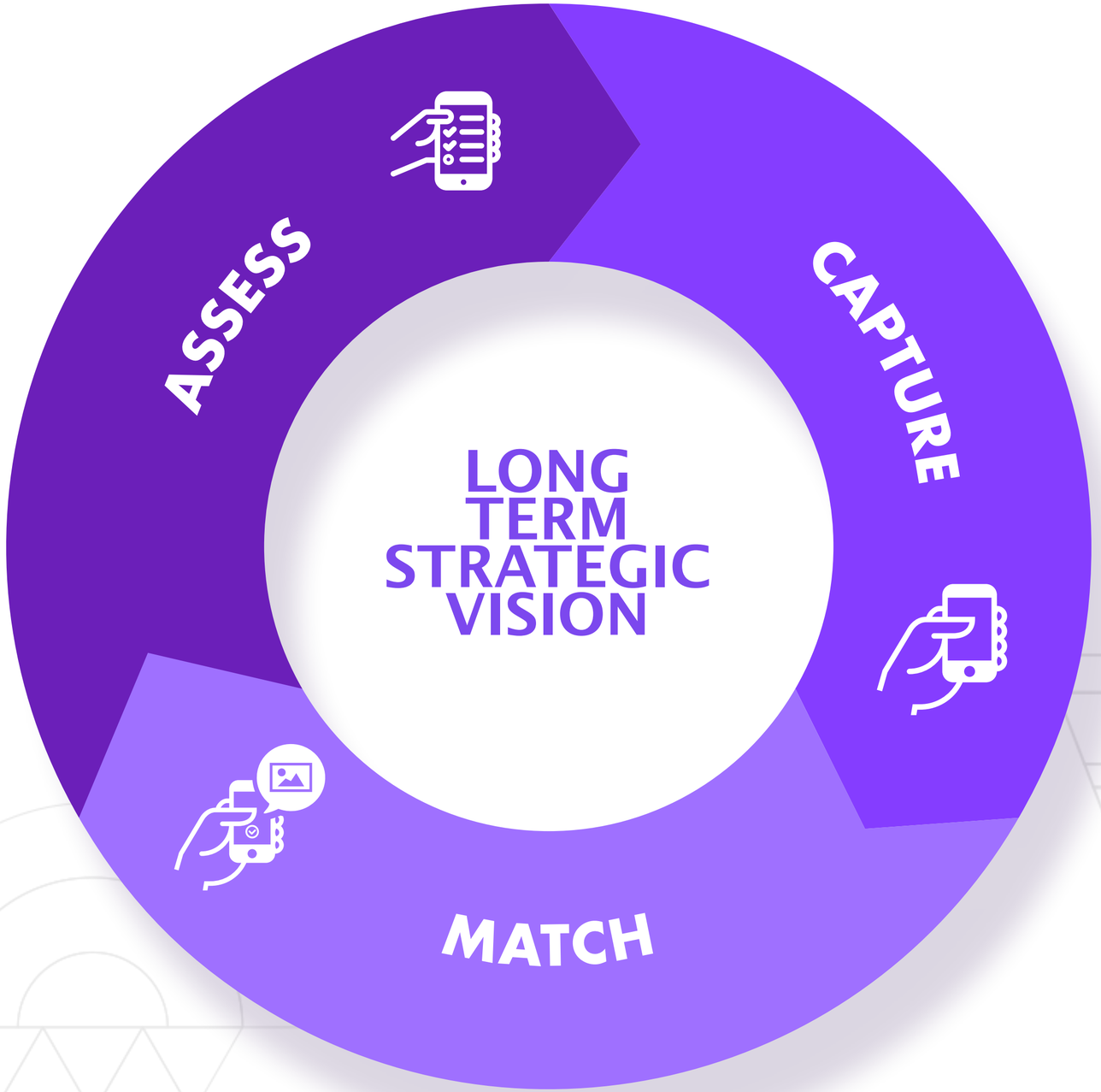
- GUEST PREFERENCES
- EASE OF USE FOR ASSOCIATES
- OPERATIONAL EFFICIENCY

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THE SOLUTION

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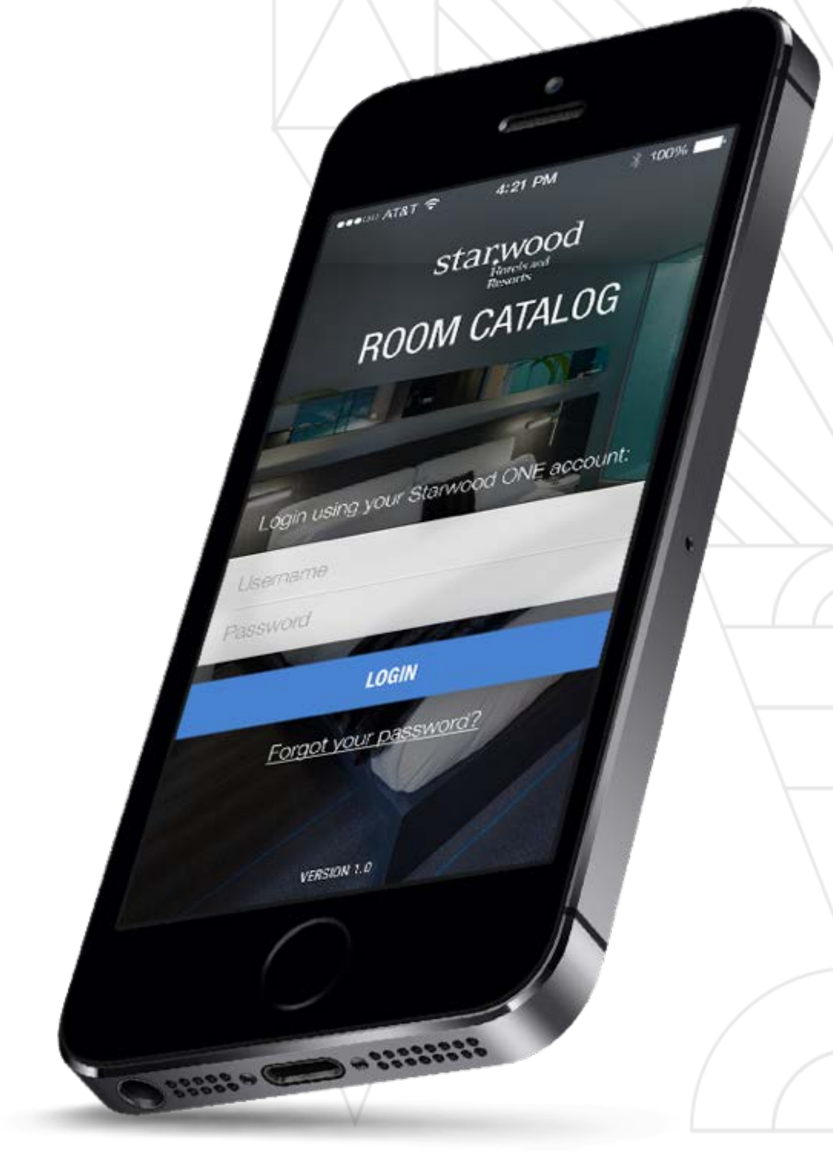
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AT-A-GLANCE

- 1,200 PROPERTIES
- 70+ ROOM CATALOG VARIABLES
- LOGIN & AUTHENTICATION
- ONLINE & OFFLINE ACCESS
- IOS | IPHONE 4S+, IPOD TOUCH, IPAD
- 10-WEEK PROJECT WINDOW – KICK-OFF TO DELIVERY



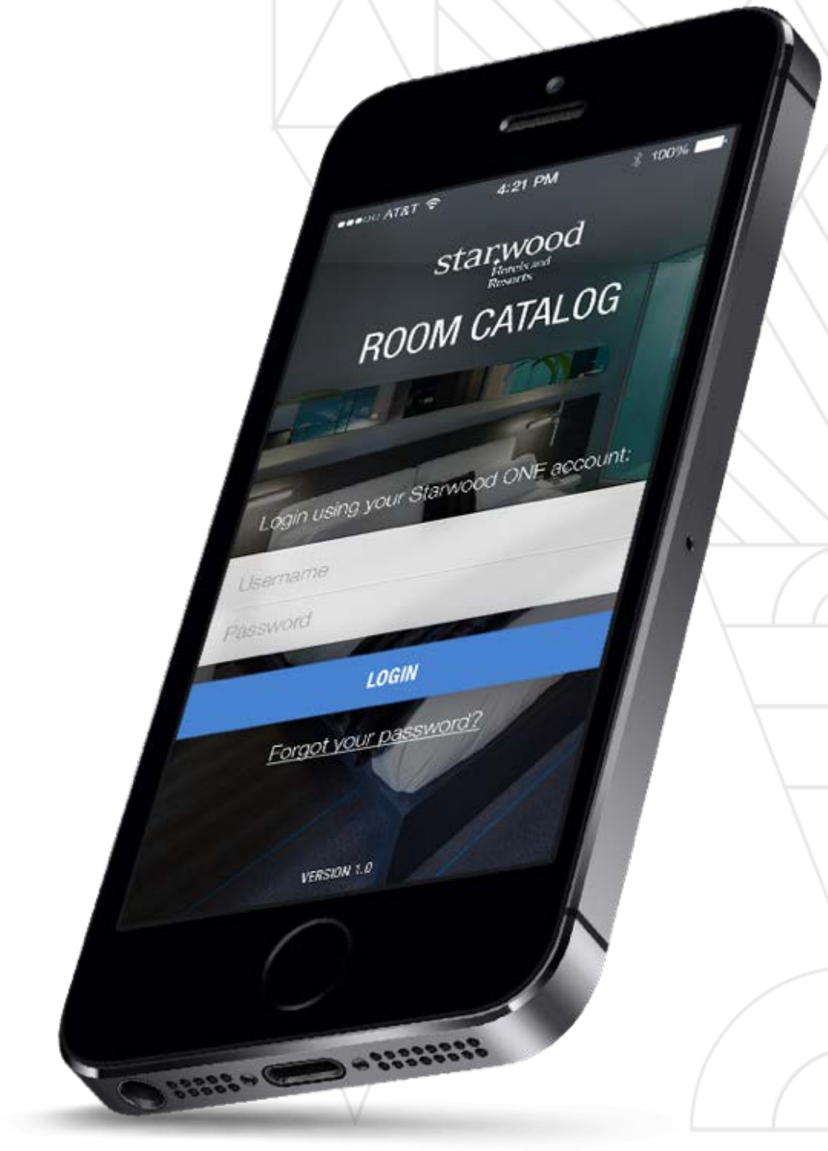
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PRE-DEPLOYMENT REQUIREMENTS

- STANDARDIZE ROOM CODES ACROSS ALL PROPERTIES
- PRE-FILL FEATURES WHERE POSSIBLE
- VALIDATE BUILDINGS, FLOORS, ROOMS, ROOM TYPES PER PROPERTY



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MMA MOBILE MARKETING ASSOCIATION

101

23% COMPLETE

ROOM / SUITE TYPE

Sheraton Club Room

FLOOR

1

ROOM LOCATION

CORNER ROOM

Yes — No

NEAR FIRE EXIT

Yes — No

NEAR FITNESS

Yes — No

NEAR POOL

101

42% COMPLETE

MULTIMEDIA ACCESS

Yes — No

QUIET ROOM LOCATION

Yes — No

SEPARATE WORKING AREA

Yes — No

KITCHENETTE OR KITCHEN

Yes — No

BED & BATH

101

94% COMPLETE

Yes — No

BED & BATH

BATHTUB WITH SHOWER

Yes — No

BEDS

Choose

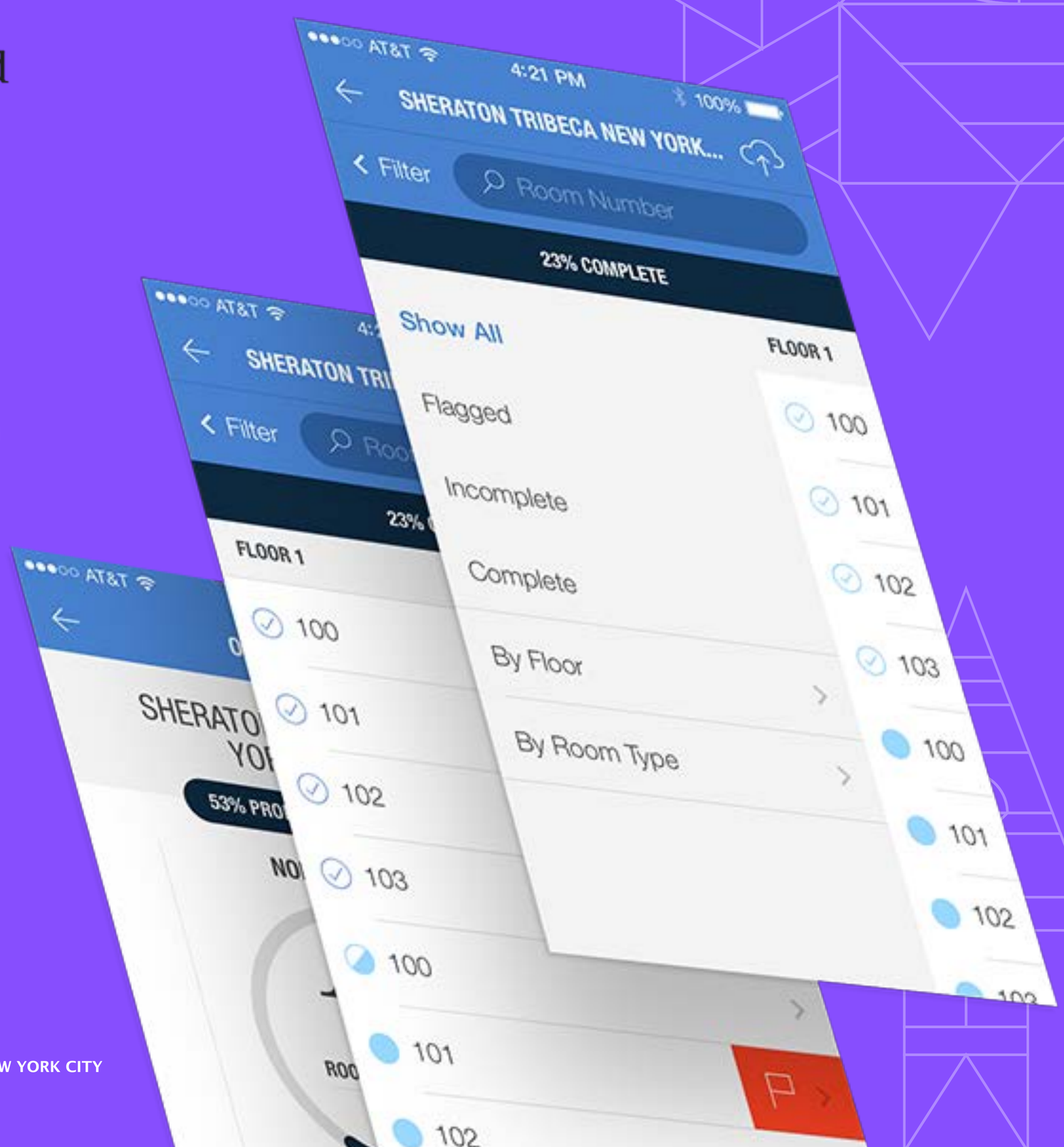
BIDET

Yes — No

SYNC WITH VALHALLA

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USER CONSIDERATIONS

- NATIVE IOS APP
- ONLINE & OFFLINE ACCESS
- MULTIPLE SESSIONS
- COLLABORATIVE CATALOGING
  - “LAST IN WINS”
- SESSION EXPIRATION
- PROPERTY DATA EXPIRATION
- RAPID DEPLOYMENT & UPDATES

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INITIAL RESULTS

- 3,000 ACTIVE USERS GLOBALLY
- 4,000 SESSIONS CAPTURED ON MOST ACTIVE DAY
- MILLIONS OF DATA POINTS COLLECTED

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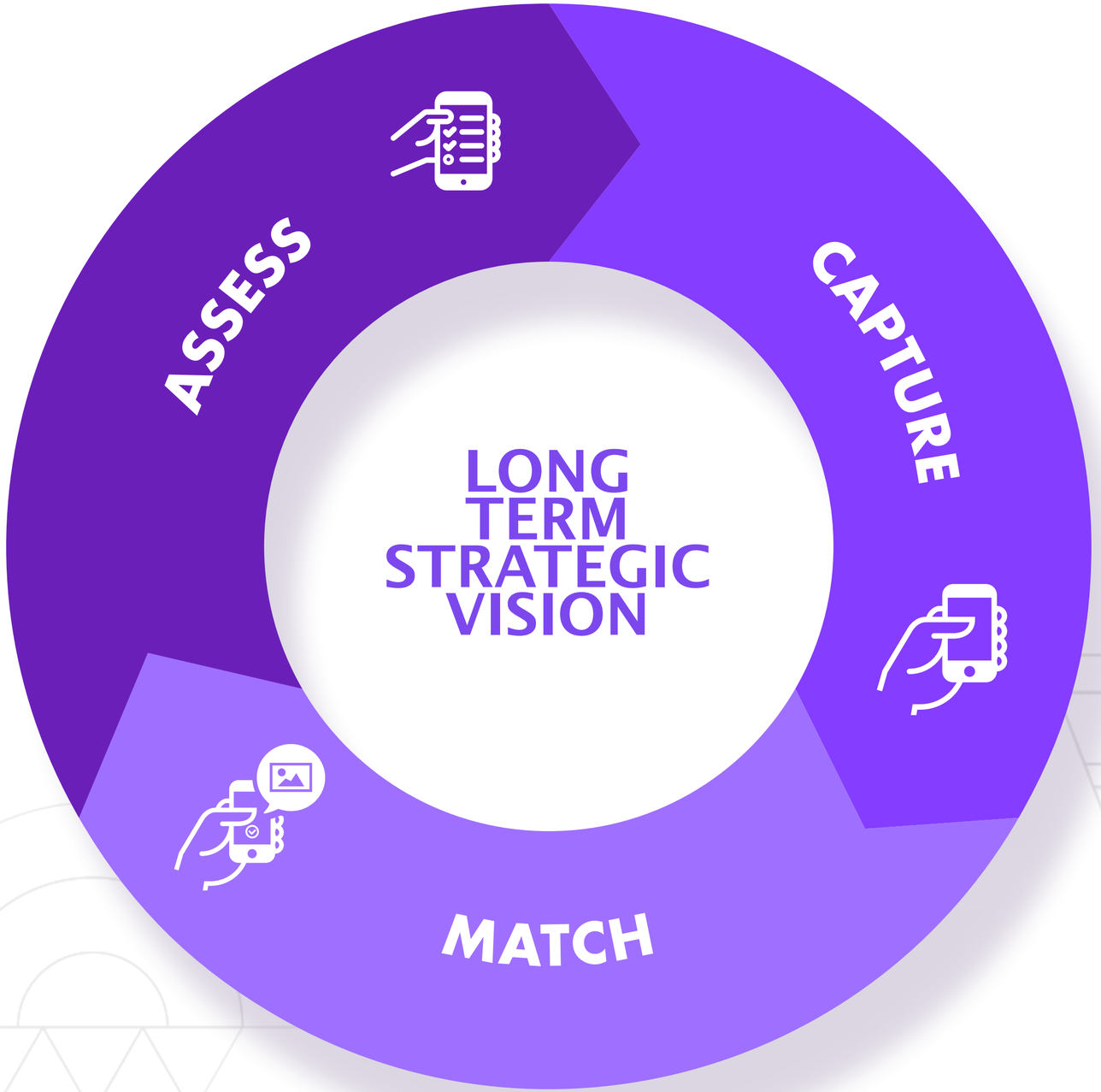
WHAT'S NEXT

- DEFAULT CATALOGING TOOL
- NEW & RENOVATED PROPERTIES
- ENHANCED OPPORTUNITIES FOR STAY-BASED PREFERENCES

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CLOSING THOUGHTS

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THANKS

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