

Strata® DK Application Bulletin

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Hospitality Management Information System Applications for Strata DK

The Strata Hospitality Management Information System (HMIS) is an exciting new capability for the Strata DK Business Telephone System. The HMIS is tailor made for small- to medium-size hospitality applications. This opens the door to a whole new vertical market for Strata DK424 and DK40 sales.

To assist in the sales process, this bulletin provides information about the hotel/motel market. This information is intended to help you to find sales prospects.

Industry awareness through associations, publications, and trade shows can be one of your best lead sources. It is important for you to identify local or regional associations and/or organizations who put on trade shows or other events where you can gather information, and increase prospect awareness and exposure for your products.

You can also identify vertical market trade journals, magazines, newsletters, etc. for the same purpose. Use them as sources of information, such as membership lists, mailing lists, advertising sources, etc., to find potential sales leads.

Hospitality Market Segments

Standard Industrial Classification (SIC) Codes are published by the government and used to categorize businesses by type and function. These SIC codes can be used for ordering mailing lists from associations, magazines, or other industry sources.

Hotels and Motels (SIC 7011): Traditional hotel/motel commercial establishments, including all types of businesses primarily engaged in providing lodging or lodging and meals to the general public. These are typically short-stay facilities.

- ♦ Auto courts
- ♦ Bed and breakfast inns
- ♦ Cabins and cottages
- ♦ Casino hotels
- ♦ Hotels
- ♦ Motels
- ♦ Ski lodges and resorts

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Rooming and Boarding Houses (SIC 7021): Establishments primarily engaged in renting rooms, with or without meals, on a fee basis. These tend to be longer-stay facilities.

- ♦ Boarding houses
- ♦ Dormitories

Sporting and Recreational Camps (SIC 7032): Establishments primarily engaged in operating sporting, recreational camps, or instructional camps.

- ♦ Dude ranches
- ♦ Fishing and hunting camps
- ♦ Nudist camps
- ♦ Summer camps

Organization Hotels and Lodging Houses – Membership Basis (SIC 7041): Lodging houses and hotels operated by membership organizations for the benefit of their constituents, and not open to the general public.

- ♦ Fraternity and sorority residential houses
- ♦ Hotels, lodges, or boarding houses operated for members only

These organizations provide telephone service to guests, and perform functions (e.g., check-in/check-out, billing, reservations, etc.) that make them potential prospects for the Strata HMIS.

Hospitality Associations

Trade associations and organizations can be a good source of information and sales leads. They usually publish member lists, newsletters, or magazines.

You can become a member of your state association or the American Hotel & Motel Association (AH&MA) to receive information or attend events. These associations conduct a number of events that offer opportunities to make contacts, showcase products, and find out what is going on in the industry.

American Hotel & Motel Association (AH&MA)

The main national association for the hotel/motel industry is the AH&MA. The AH&MA is a federation of state lodging associations throughout the United States, with 11,000 members worldwide. AH&MA provides operational, technical, educational, marketing, and communications services, plus governmental affairs representation to the lodging industry.

Association Addresses/Telephone Numbers

The address, telephone numbers and web site number for the national association is:

American Hotel & Motel Association (AH&MA)	(202) 289-3100(334)
1201 New York Ave, NW	(202) 289-3199 (fax)
Washington, DC 20005	www.ahma.com

The AH&MA has member state associations that are affiliated (see Table 1). Participation in the state associations enables involvement on a more local basis.

Table 1 AH&MA State Association Address/Telephone List

Alabama Hospitality Association P.O. Box 56 Montgomery, AL 36101-0056	(334) 263-3407 (334) 263-3426 (fax)	Alaska Hotel-Motel Association P.O. Box 104900 Anchorage, AK 99510	(907) 272-1229 (907) 265-5146 (fax)
Arizona Hotel & Motel Association 2201 E. Camelback Road, Ste. 125B Phoenix, AZ 85016	(602) 553-8802 (602) 553-8154 (fax)	Arkansas Hospitality Association P.O. Box 3866 Little Rock, AR 72203-3866	(501) 376-2323 (501) 376-6517 (fax)
California Hotel & Motel Association P.O. Box 160405 Sacramento, CA 95816	(916) 444-5780, 5781 (916) 444-5848 (fax)	Delaware Hotel-Motel Association Ramada Inn-Manor Branch 1295 & Rte. 13 P.O. Box 647-Manor Branch New Castle, DE 19720	(302) 658-8511 (302) 658-3071 (fax)
Hotel Association of Washington, D.C. 1201 New York Avenue, NW, Ste 601 Washington, D.C. 20005	(202) 289-3141 (202) 289-3199 (fax)	Florida Hotel & Motel Association 200 West College Avenue Tallahassee, FL 32301	(904) 224-2888 (800) 476-3462 (904) 222-3462 (fax)
Georgia Hospitality & Travel Association 600 W. Peachtree St., N.W., Ste. 1500 Atlanta, GA 30308	(404) 873-4482 (404) 874-5742 (fax)	Hawaii Hotel Association 2250 Kalakaua Avenue, Ste 404-4 Honolulu, HI 96815	(808) 923-0407 (808) 924-3843 (fax)
Idaho Hospitality & Travel Association 83707 910 Main Street, Ste. 330 Boise, ID 83702	(208) 344-6443 (208) 344-3465 362-0855 (fax)	Hotel-Motel Association of Illinois 27 East Monroe Street, Ste. 700 Chicago, IL 60603	(312) 346-3135 (312) 346-6036 (fax)
Indiana Hotel & Motel Association 115 W. Wash. Street, Ste. 1165 Indianapolis, IN 46204-3418	(317) 637-4207 (317) 637-4210 (fax)	Iowa Lodging Association 9001 Hickman Road, Ste. 2B Des Moines, IA 50322-5306	(515) 278-8700 (515) 278-0245 (fax)
Kansas Lodging Association 700 S.W. Jackson St., Ste. 702 Topeka, KS 66603-3740	(913) 233-9344 (913) 357-6629 (fax)	Kentucky Hotel & Motel Association P.O. Box 1183 (415 W. Main Street) Frankfort, KY 40602	(502) 875-1115 (502) 875-7536 (fax)
Louisiana Hotel-Motel Association 321 Saint Charles Avenue, #610 New Orleans, LA 70130-3145	(504) 525-9326 (504) 525-9327 (fax)	Maine Innkeepers Association 305 Commercial Street Portland, ME 04101-4641	(207) 773-7670 (207) 773-7668 (fax)
Maryland Hotel & Motel Association 584 Bellerive Dr., #3D Annapolis, MD 21401	(410) 974-4472 (410) 757-3809 (fax)	Massachusetts Lodging Association 7 Liberty Square, 2nd Floor Boston, MA 02109	(617) 720-1776 (617) 720-1305 (fax)
Michigan Hotel, Motel & Resort Association 6105 W. St. Joseph, Ste. 204 Lansing, MI 48917	(517) 323-1818 (517) 323-1994 (fax)	Minnesota Hotel & Lodging Association 871 Jefferson Avenue St. Paul, MN 55102	(612) 222-7401 (612) 222-4906 (612) 222-7347 (fax)
Mississippi Hotel & Motel Association 5135 Galaxie Drive, Ste 203-B Jackson, MS 39206	(601) 981-1160 (601) 981-1217 (fax)	Missouri Hotel & Motel Association 129 E. High, Ste. A Jefferson City, MO 65101	(573) 636-2107 (573) 635-8952 (fax)
Montana Innkeepers Association PO Box 1272, 15 W. 6th Ave., Ste. 507 Helena, MT 59624	(406) 449-8408 (406) 442-8018 (fax)	Nebraska Hotel & Motel Association 1111 Lincoln Mall, Ste. 308 Lincoln, NE 68508	(402) 476-1528 (402) 476-1259 (fax)
Nevada Hotel & Motel Association 4820 Alpine Place, Ste B202 Las Vegas, NV 89107	(702) 878-9272 (702) 878-5009 (fax)	New Hampshire Lodging & Restaurant Assn. 14 Dixon Avenue, Ste 208 (P.O. Box 1175, 03302-1175) Concord, NH 03302-1175	(603) 228-9585 (603) 226-1829 (fax)
New Jersey Hotel-Motel Association 196 West State Street Trenton, NJ 08608	(609) 278-9000 (609) 393-9891 (fax)	New Mexico Hotel & Motel Association 1478 South St. Francis Drive Santa Fe, NM 87505	(505) 983-4554 (505) 982-9359 (fax)

Table 1 AH&MA State Association Address/Telephone List (Continued)

Hotel Association of New York City, Inc. 437 Madison Avenue New York, NY 10022	(212) 754-6700 (212) 754-0243 (fax)	New York State Hospitality & Tourism Association 11 North Pearl Street, 11th Floor Albany, NY 12207	(518) 465-2300 (518) 465-4025 (fax)
North Dakota Hospitality Association P.O. Box 428 (919 S. 7th Ave, 58504) Bismarck, ND 58502	(701) 223-3313 (701) 223-0215 (fax)	Ohio Hotel & Motel Association 692 North High Street, Ste. 212 Columbus, OH 43215	(614) 461-6462 (800) 589-6462 (614) 224-4714 (fax)
Oklahoma Hotel & Motel Association 3800 N. Portland Oklahoma City, OK 73112	(405) 942-6462 (800) 375-8181 (405) 942-0541 (fax)	Oregon Lodging Association 12724 SE Stark Street Portland, OR 97233	(503) 255-5135 (503) 255-4927 (fax)
Pennsylvania Travel Council 902 North Second Street Harrisburg, PA 17102	(717) 232-8880 (717) 232-8948 (fax)	Rhode Island Hospitality and Tourism Association 1206 Jefferson Blvd Warwick, RI 02886	(401) 732-4881 (401) 732-4883 (fax)
The Hospitality Association of South Carolina 1338 Main Street, Ste 505 Columbia, SC 29201-3219	(803) 765-9000 (803) 252-7136 (fax)	South Dakota Innkeepers Association 2703 West 7th Street Sioux Falls, SD 57104-2504	(605) 331-4194 (605) 331-4194 (fax)
Tennessee Hotel & Motel Association 644 West Iris Drive Nashville, TN 37204	(615) 385-9970 (615) 385-9957 (fax)	Texas Hotel & Motel Association 900 Congress Avenue, Ste. 201 Austin, TX 78701	(800) 818-7884 (512) 474-2996 (512) 480-0773 (fax)
Utah Hotel & Lodging Association 9 Exchange Place, Ste. 812 Salt Lake City, UT 84111	(801) 359-0104 (801) 359-0105 (fax)	Vermont Lodging & Restaurant Association Route 100 North, R1, #1522 Waterbury, VT 05676	(802) 244-1344 (802) 244-1342 (fax)
Virginia Hospitality & Travel Assn. 2101 Libbie Avenue Richmond, VA 23230-2621	(804) 288-3065 (804) 285-3093 (fax)	Washington State Hotel & Motel Association 3605 132nd Avenue SE, Ste. 320 Bellevue, WA 98006	(206) 957-4585 (206) 957-4587 (fax)
West Virginia Hospitality & Travel Assn. PO Box 2391 (2003 Quarrier Street) Charleston, WV 25311	(304) 342-6511 (304) 345-1538 (fax)	Wisconsin Innkeepers Association 509 W. Wisconsin Avenue, Ste. 729 Milwaukee, WI 53203	(414) 271-2851 (414) 271-3050 (fax)
Wyoming Lodging & Restaurant Association 211 West 19th, Ste 201 Cheyenne, WY 82001	(307) 634-8816 (307) 632-0249 (fax)		

Hospitality Publications

There are several publications available through the national and state associations of the AH&MA. They are:

- ♦ *Lodging Magazine* is the main publication of the AH&MA. It is a monthly magazine with an extensive nationwide circulation. It includes industry information through features and columns, employment classifieds, events calendar, lodging law developments, etc. It also includes advertising and a buyer's guide that helps readers locate hotel/motel related products. The subscription is complimentary to qualified subscribers.
- ♦ *Lodging News* is a twice weekly publication of *Lodging Magazine* and the AH&MA that is faxed to each subscriber. It includes general news information about the lodging industry such as earnings, acquisitions, promotions, openings, and events. The subscription rate is \$295 annually.
- ♦ *Lodging Technology News* is a weekly publication of *Lodging Magazine* and the AH&MA. It includes information on new products for the lodging industry. The subscription rate is \$95 annually.
- ♦ The state associations also publish their own newsletters or magazines.

HMIS Implementation Considerations

The Strata HMIS is compatible with Strata DK424 and DK280 telephone systems that have Release R3.1 or later processor version and with the Strata DK40. The Strata HMIS is not compatible with previous version processors or other Strata DK systems.

Connections

The HMIS connects to the Strata DK using two connections, one TTY port and the SMDR port on a PIOU, PIOUS, RSIU, or RSSU at 1200, 2400, or 4800 baud. If SMDR is also used for general purposes, in addition to hotel guest billing records, it requires a customer-supplied Y-connector to the general purpose printer or call accounting device.

Size of Application

Determine the number of front desk terminals needed. Recommend enough to minimize guest waiting time during the check-in/check-out process. Consider having a terminal in the restaurant office or other service areas that enter enough guest billing information to justify having their own terminal.

Multiple HMIS Server/Workstation PCs

Multiple front desk HMIS server and workstation PCs, located in other service areas, share a common database so they all access/update the same information. This is accomplished by networking multiple PCs hosting the HMIS application (network interface required).

The server PC runs the HMIS application and functions as the first front desk terminal. Up to nine additional workstation PCs can be networked to the server PC via five-port network hubs, and function as additional front desk terminals. The hotel staff accesses consistent and up-to-date information from all HMIS workstation PCs. Supported network interfaces include Microsoft® Windows® NT™ and Windows 95 peer-to-peer.

Telephones

Digital Liquid Crystal Display (LCD) telephones should be used by all hotel staff. The Guest Name LCD Display feature shows the primary registered guest's name on the LCD of administrative telephones (Intercom User Name Display) at the front desk, room service, and other service locations when the guest calls. This enables hotel employees to know who is calling, answer with a personal touch, and provide better service to guests. The guest's name is automatically entered from the HMIS application into the Strata DK telephone system during the check-in registration process. The name is automatically changed back to the room number during the check-out process.

Use either digital telephones or standard 2500-set hotel telephones for guest rooms, depending upon pricing considerations or functional requirements.

Note See "Hotel/Motel Telephone Sets" on Page 7 for more detailed information on compatible telephones.

Room Number Correlation

Most hotel/motels will want to number the rooms the same as their telephone extensions. The Room Number Correlation feature enables guest room telephone extension numbers to be assigned to match their room number or the room number with a prefix digit. The room/station numbers can be from one~four digits in length. This makes guest room calling easier for both guests and hotel staff.

Technical Documentation

Refer to the HMIS chapter in the *Strata DK Installation & Maintenance Manual* for documentation and installation details.

Voice Mail Considerations

The addition of the Strategy Voice Processing System to the hotel/motel's telephone system is one of the most valuable options available. Strategy voice mail provides a convenient and efficient way to organize messages and deliver them to guests. To maximize the benefits of guest messaging, the HMIS is designed to integrate directly with the Strategy.

Strategy provides voice mailboxes for guests to use during their stay. Guests can record their own personal greetings and messages can be left for them while they are away from their room. A default greeting plays whenever a personal greeting is not recorded, which will usually be the case. The message waiting indicator on their room phone indicates when they have a message.

Using Strategy programming tokens, Toshiba has developed the Strategy Hospitality Application (available on disk) which provides hotel/motel specific voice mail functionality. This includes a simplified menu designed specifically for guest use, and the ability to automatically clear all guest messages when the HMIS processes the guest check-out. Hotel guests get their messages accurately and efficiently with a minimum effort by hotel staff. The same Strategy voice processing system used by guests can also be used by the hotel staff.

Because of the specialized functionality provided by the hospitality application, Strategy voice processing communicates directly and works much better with the HMIS than other voice mail systems. Other voice mail systems have basic compatibility and can be used, but cannot provide the hotel/motel specific integration that the Strategy token application provides.

Note See the *Strata Hospitality Management Information System General Description* for a complete list of the Strategy Hospitality Application features.

Hotel/Motel Telephone Sets

Toshiba 2000-series digital telephones make excellent guest room telephones. Programmable buttons make it easy for guests to access hotel departments and services.

However, recognizing extreme cost pressures with most hotel/motels, and their general preference for what they consider to be industry standard hotel telephones, electronic 2500 sets are most widely used. These are typically telephones with programmable speed dial buttons that can be programmed to dial designated extensions or outside numbers.

The manufacturers of these standard hotel telephones will provide custom labeling for each individual hotel. The two most prevalent manufacturers are:

Teledex	(408) 363-3100
6311 San Ignacio Avenue	(408) 363-3136 (fax)
San Jose, CA 95119	www.teledex.com
TeleMatrix	(954) 722-5905
8197-12 N. University Drive	(954) 722-5901 (fax)
Tamarac, FL 33321	

Both Teledex and TeleMatrix make comparable product lines of telephones in the \$28-50 price range.

Benefits

The Strata HMIS has many competitive advantages over other products:

- ◆ Strong feature functionality that is specific to the needs of the hotel/motel market.
- ◆ Feature flexibility enables each customer to set up and use the system according to how they run their individual operation.
- ◆ PC-based application provides a very cost-effective solution for small- and medium-size hotel/motels.
- ◆ Single-source supplier of both the telephone system and the hotel/motel information system all in one well integrated, turnkey solution.

With the Strata HMIS, you can offer small and medium-sized hotel/motels sophisticated functionality at a very affordable price.