

Case study Belvedere Hotel

» We recommend them because of their reliability, and the seamless way they integrate with our software.«

Michael Link, general manager, Belvedere Hotel



The customer

The Belvedere Hotel in New York City is a premier lodging destination for travelers around the world. Located on West 48th Street in the midst of the city's theater district, the Belvedere provides a beautiful 1920's Art Deco exterior as the entry way to luxury rooms that are just a short distance from major theaters and other attractions of Broadway. The hotel attracts guests from around the world, including the United States, Canada, England, Europe, Australia, and Brazil.

The challenge

Following standard practice across the hospitality industry, the Belvedere attempts to gather detailed information about guests when they arrive, since most online booking mechanisms—the most common way to get a hotel today—do not capture details like a guest's nationality, passport data, or other information. Historically, this has always been collected manually at the front desk when guests check in.

"But manual methods have always proved to be an inefficient way of getting information that has become increasingly important for hotel operations," says Michael Link, the Belvedere's general manager.

"In the past, manual methods of getting information were always prone to errors or being incomplete," says Link.

"This becomes critical in situations, for example, when a person's visit to the hotel is charged to a credit card, and then the guest disputes the bill. More and more, credit card companies are putting the onus on the merchant to provide detailed evidence to resolve a dispute. And in the post-9/11 world, detailed guest information is important for security, as we sometimes get requests to assist in law enforcement efforts."

The customer

Customer: Belvedere Hotel
Country: USA
Industry: Other
Website: www.belvederehotelnyc.com

The challenge

In the past, guests were made to wait extended periods of time to check in to the Belvedere Hotel, while hotel staff manually transcribed and filed necessary guest information. This process was prone to human error, which Management worried might lead to security issues and payment disputes, costing the hotel time and money.

The solution

By implementing a system that combined Fujitsu scanners with a local software provider, the Belvedere Hotel created a solution customized to their specific hospitality needs. The scanners produced exceptionally high quality, clear images and integrated easily with their property management software system.

The benefit

- Fujitsu scanners integrated seamlessly with property management software system
- Reliability and easy access to new scanners enabled solution provider to deliver a complete solution
- Streamlined key data-gathering processes to collect information for security or marketing tasks

The solution

Working with TTI Technologies, a solution provider based in New York, the Belvedere deployed ID and passport scanning software called Scan2PMS, which interfaces with most property management systems. It integrates with Fujitsu fi-60F and fi-65F flatbed scanners, which are compact devices capable of producing highly detailed images and text from documents such as passports, drivers' licenses, and credit cards.

"Our solution uses Optical Character Recognition to capture relevant data from IDs and disperse that information into appropriate fields," says Alex Lerner, President and Chief Technology Officer of TTI. "If desired, a digital image of the entire ID or the facial photo can also be extracted. Scan2PMS connects to the Belvedere property management system, so information can be pulled up in seconds. The data is also easy to archive."

The benefit

With the Fujitsu scanners and TTI Scan2PMS, the Belvedere has an easy-to-use, effective information capture solution that delivers a number of benefits.

"We now have fast access to detailed evidence in cases where someone is disputing a charge," says Link.

"There are more practical uses as well, like when a guest returns late at night and says they lost their key and ID. It's simple to bring up their information with a picture attached to confirm their identity and let them into their room. And it's equally easy to provide information in the event that law enforcement needs it."

The Belvedere has also found the information useful for building targeted marketing campaigns based on guests' nationalities and specific regions within their countries.

Products and services

- FUJITSU Image Scanner fi-60F
- FUJITSU Image Scanner fi-65F

Lerner notes that his company's solution is now marketed to many different countries, most of which are required to provide detailed guest information within 24 hours to law enforcement agencies. TTI recommends Fujitsu scanners to customers.

"It's easy to acquire Fujitsu scanners in most of the markets where we do business," Lerner says. "We recommend them because of their reliability, and the seamless way they integrate with our software. We can count on them working, the hardware is easy for hotel staff employees to use, and they help us provide a complete solution for our customers."

Contact

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