

FASTER AND SAFER CHECK-IN SERVICES AT THE SHERATON HOTELS & RESORTS IN ROME THANKS TO FUJITSU TECHNOLOGY.

“Box Save” solution, with the Fujitsu technology’s support, allow the structure having a great time-saving, safety in data management and greater productivity.

Milan, October 2008 – Sheraton Hotels & Resorts made it easier and safer the client’s registration process and related administrative practices management, to fulfill their legal obligations about attendance at hotel. All that was possible thanks to ITHA support, Italian society that gives telematic and informatic solutions with a high technological level, which helped Sheraton during the installation process of “Box Save” solution – based on imaging management applications given by Fujitsu Italia S.p.a.

A bit of history.

Sheraton Rome Hotel & Conference Center was the first inaugurated in Italy. The brand’s origins date back to 1937, when Ernest Henderson and Robert Moore bought their first hotel in Springfield, Massachusetts. In a couple of years, their company opened three more hotels in Boston and in short time their properties extended from Maine to Florida. After 10 years of activity, Sheraton became the first hotel trademark to be quoted on the New York Stock Exchange. Innovation and expansion were the keys that opened the door of success to one of the most appreciated hotel chain all over the world.

“Box Save” solution: how it works.

Sheraton Hotels & Resorts, thanks to Box Save, adopts an innovative system for guest’s personal data registration, that interfaces perfectly the management program pre-existing in the hotel structure.

Box Save is a solution made of three main elements:

- a Fujitsu scanner for imaging digitalization
- an electronic bar to affix signature in a digital format through an electronic pen and the related possibility of giving authorization to handling of personal details
- a software that can be integrated with management solutions, even pre-existing in the company.

The system is very simple: the operator at the Hotel Reception, when the customers arrive, scans guest’s ID and automatically the electronic archive is updated, in favour of the elimination of paper archives and reduce of data transcription errors.

The obligation of sending guest’s data to police is made easier in telematic mode: the hotel staff can view in every moment the stored data in the electronic archive, and thanks to the integrated software, it is easier to send data real-time to police.

The scanner equipped with “Box Save” solution is Fujitsu fi-60F model: a quick tool to scan in only 6 seconds the guest’s ID. Afterwards it is possible to store data in an electronic board thanks to the OCR system (Optical Character Recognition). This helps for example decoding passports or ID in foreign Countries where ideograms are used (for Japanese language scanners guarantee 80%-100% correspondence).

Customer’s opinion

“With 250 guests arriving every day in our structure, it was necessary for us to speed up and make easier check-in operations” says... xx from Sheraton® Hotels & Resorts. “Today most of our customers stay at our structure for job reasons, and need comfort and speed. We are confident that giving customer higher safety in handling personal details, especially now that privacy is a sensitive aspect of everyday life, is a very appreciated value added”.

The experience in the roman Sheraton structure, which was also a pilot project, may be developed in other structures of Starwood chain – which Sheraton is part of- after a service analysis.

Starwood Hotels & Resorts Worldwide, Inc.

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Press contacts:

TEXT 100 Public Relations, Italy –

Tel: +39 02 202021.208

E-mail: fujitsu@text100.it