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SOFTWARE

 BlackBerry

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# Amcom Mobile Connect for BlackBerry

GOING BEYOND PAGERS TO CONNECT TODAY'S MOBILE HOSPITALITY WORKFORCE



# You already use your BlackBerry smartphone for everything. We're redefining *everything*.

Fast, accurate communications are the underpinnings of guest services and safety. Yet, today's hotel staff carry so many pagers and other devices, it's become cumbersome.

With Amcom™ Mobile Connect™, you can simplify communications and strengthen guest service by using your BlackBerry® smartphone to improve staff interaction and notifications, as well as access to key guest and property-related information.

Above all, incorporating smartphones alongside other types of communication devices enables your organization to begin the transition away from pagers while supporting the varied requirements of different staff members.

## SOLVING MOBILE DEVICE MADNESS IN HOSPITALITY

Today's smartphones and other mobile devices have brought with them new possibilities, but also new challenges in hospitality. Managers on duty must now carry several devices at all times. A BlackBerry smartphone, one or more pagers, an in-house wireless telephone—for hotel management and IT teams, it's become too difficult to keep up with. The time has come to trade in the 'tool belt' of devices in favor of a single BlackBerry smartphone for everything from urgent requests to personal communications. It's finally possible.

## EVERYBODY WINS

Incorporating smartphones generates benefits and cost savings for everyone involved. Hotel staff can carry a single, highly reliable smartphone and reduce confusion over which device is the appropriate one for contact purposes. IT support teams can reduce costs and maintenance headaches as fewer devices and contracts are required.

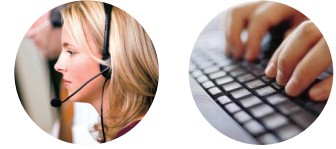


## Key Features of Amcom Mobile Connect

- Separates critical messages from less important emails and SMS messages to allow for the proper response based on urgency
- Provides full audit trail of delivery and read receipts to ensure messages are delivered and read by the appropriate staff member
- Includes active acknowledgement of message and free-form text response to close the communication loop
- Supports a variety of smartphones to accommodate the variety of devices used by hotel-employed staff members

## Leverage Your BlackBerry Infrastructure

- Send and receive messages based on your environment:
  - BlackBerry® Internet Service (BIS)
  - BlackBerry® Enterprise Server (BES)
  - Short Message Service – SMS
- Use the BlackBerry® Mobile Voice System (BlackBerry® MVS) or cellular network coverage as appropriate to provide fast dial-back options



# The Goal: Unified Communications Right Message, Person, Device, Time

## THE IMPORTANCE OF TWO-WAY MESSAGING

Hotels today know the importance of providing users with the ability to respond to a message either with a predefined set of answers or free-form text. These features not only enable users to respond quickly with their availability, but they also provide important information and instruction. With two-way messaging, administrators can also define critical escalation points based on users' replies, ensuring proper response.

## AUDIT TRAIL AND FULL TRACEABILITY FOR ALL COMMUNICATIONS

When a message first arrives, a delivery receipt is sent back to the sender, and a read receipt will be returned once that message has been opened. A read receipt only signifies that a message has been opened, so message recipients have the ability to actively acknowledge the message, which is then also transmitted back to the sender. In addition to acknowledgement, users can respond to a message using free-form text, which is kept with the original message in system log files for continuity purposes.

Administrators also require a full audit trail, including the ability to run reports on the timing of message delivery and how quickly read receipts were returned from each user's BlackBerry smartphone. This ensures messages are read in a timely fashion and eliminates complaints from users that they didn't receive a message.

## CHANGING YOUR PAGER STRATEGY OVER TIME

Many hospitality properties and other organizations are undertaking a long-term approach to replacing a portion of their pagers with smartphones. This is due to reliability issues with older paging infrastructure. Realistically though, this means continuing to support pagers and other communication devices (such as two-way radios) alongside smartphones for the foreseeable future.

## Flexible Message Deployment Options

Mobile Connect enables critical messaging within your organization, linking mobile managers, IT personnel, and other staff members carrying BlackBerry smartphones. Messages to mobile end users can be initiated from a variety of input systems for a true enterprise solution.

- Use Mobile Connect's Web portal
- Integrate Mobile Connect to a variety of Amcom (or third-party) input systems:
  - Operator console
  - Web-based directory/on-call
  - Emergency notification
  - Speech recognition
  - Mobile event notification

## Coming Soon: Going Beyond Messaging

Amcom Mobile Connect will enable your organization to streamline not only communication processes, but also workflow processes. It will allow users to quickly and easily define their presence and initiate and manage any coverages they have in place. Additionally, end users will be able to view and manage on-call schedules. Client-to-client messaging via Amcom Mobile Connect will ensure that both parties receive messages and any associated replies while providing administrative staff full message traceability and reporting functionality.

## BlackBerry and Amcom Software: Hotel Communications Redefined

With more than 500 mutual customers, BlackBerry (Research In Motion) and Amcom Software truly impact the way mobile staff members interact every day. We work closely to co-develop solutions that fit our customers' needs for efficiency, security, and speed in their mission-critical communications.

## About Amcom Software

Amcom Software connects people to each other and to the data they need. This helps organizations save lives with communications that are faster, more accurate, and more efficient. Amcom Software's unified communications technologies include solutions for contact centers, emergency management, mobile event notification, and messaging. The company's products are used by leading organizations in healthcare, hospitality, education, business, and government. By continually developing its industry-leading technologies, Amcom Software has rapidly grown and solidified its market leadership.



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