



In-Room Printing Completes the Mobile Office for Guests at Boise's Hilton Garden Inn

"This service is invaluable. Our guests love the PrinterOn guest printing service. It's simple to use with no need to read instructions."

Dave McLoughlin
General Manager
Hilton Garden Inn
Boise Spectrum

Remote and wireless printing a real convenience for business travelers

The Client

In today's increasingly cluttered and complex travel industry, hotels strive to deliver exceptional value for travelers. Those focusing on what guests have said they need and want most while traveling, deliver the conveniences that can keep guests coming back.

The Hilton Garden Inn Boise Spectrum knows how to meet its guest's expanding business needs. At the 14-month old property, 80% of the guests are traveling on business. The hotel is located just a few miles from the Boise Airport and is nestled near corporations and business parks. Neighboring companies including Albertson's, Hewlett-Packard, Micron Technology, and Saint Alphonsus Regional Medical Center all contribute to the volume of business travelers that this hotel sees.

"Approximately 60% of our guests carry their laptops to maintain their business productivity while staying with us", says Dave McLoughlin, General Manager, Hilton Garden Inn, Boise Spectrum, "and we are seeing more and more guests are carrying wireless handheld devices."

The Challenge

To complete the mobile office experience for guests

To keep on the forefront of innovative services for today's business traveler, the Hilton Garden Inn Boise Spectrum continues to differentiate itself by providing the business amenities guests required to remain productive while out of the office.

"The value the guest places on the hotel's business

services is extremely high," McLoughlin continues. To make their business guests comfortable, the 137 guestrooms and suites offer a spacious work desk with a laptop drawer, complimentary high-speed Internet access, two speakerphones (each with 2 lines), voicemail and a dataport. "A better printing solution was needed to complete the mobile office environment created by the hotel," says McLoughlin.

To be able to print, guests carried their laptop down from their room to the business center. Often, they would not have the right drivers to be able to print, or getting connected to a PC to print from the floppy disks or CDs meant waiting in line.

With more business travelers relying on hotel Internet services for out of office productivity, online printing completes the corporate office experience business travelers are demanding.

The Solution

In-room guest printing service

PrinterOn's guest printing service was installed as a better printing solution for guests. The unique in-room driverless printing lets guests remotely print documents, emails, email attachments and Web content securely from their Internet-enabled laptops. A print job can be sent from the privacy of the guest's room to a printer found in the hotel's business center. Guests simply open a web browser and access the service using a Hilton Garden Inn printing URL. Guests can pick up their documents securely using their privacy code, or they have the front desk deliver the documents to the room.

For added convenience, the hotel has a business center accessible 24 hours a day. There are two printers located in the business center behind the

front desk, a small black and white desk jet and a larger color printer.

The service was implemented using the hotels existing printers, as many printer makes and models are supported. The printing service is offered complimentary as a brand standard across all Hilton Garden Inn locations across North America. The usage of this new service has been high and guests have had convenient access to printing 24 hours a day.

It can be an invaluable service to guests. "We recently had a guest from a large investment firm who arrived late at night. She made some critical, last minute changes to some PowerPoint slides for a presentation early the next morning and she needed hard copies as handouts," McLoughlin says. "She was relieved to be able to easily and conveniently print copies of the presentation that night so she was fully prepared, and relaxed in the morning. The PrinterOn service makes it easy for us to meet the needs of our guests."

All in all, before PrinterOn it "was always a hassle for our guests who wanted to print," comments McLoughlin.

The PrinterOn Benefits for Hilton Garden Inn

"PrinterOn complements the high-speed Internet access already offered to guests", says McLoughlin. " We want our guests to have easy access to crucial documents when they need it- and PrinterOn accomplishes that."

"Our business guests choose us for the extra services we provide," McLoughlin points out. "If a guest returns only one or two times a year because of the convenience of the PrinterOn service, then it pays for itself."

In addition to printing from the room, guests with wireless handheld devices such as a Palm, BlackBerry or Pocket PC, can also print out web pages, emails and other documents. Instead of a fax, critical time-sensitive documents can be sent to the hotel's printer for the guest from their corporate office. Here a key advantage over fax is security- the document sits securely encrypted at the printer until the guest releases it. Another advantage is print quality, as some fax copies can be difficult to read.

McLoughlin admits that he was doubtful that the service would be used as often as it is. But now that he has seen it working and how convenient printing is for his guests, the real need for it hit home. He believes that the service could make a difference to corporate travel managers when making reservations for their employees. "We are now incorporating it into our sales kits as an added feature," he says.

"Getting up and running with this new guest service was extremely easy and fast- it was installed by the hotel's assistant manager in just 15 minutes," " says McLoughlin. "The option to fully brand the service suited our hotels needs."

"Our guests love the PrinterOn guest printing service. It's simple to use and they don't need to read instructions." The service gives his repeat guests just one more reason to select the Hilton Garden Inn for their next business trip.

McLoughlin is already talking to other franchisees about the PrinterOn service. "With PrinterOn," he says, "guests can print anytime, anywhere - and that convenience is invaluable to our guests".

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Customer Profile:
Hilton Garden Inn Boise Spectrum
Location: Boise Spectrum, Idaho
General Manager: Dave McLoughlin
URL: www.hiltongardeninn.com

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PrinterOn specializes in mobile printing services. PrinterOn's Hotel Guest Printing Service provides a customized Web-based printing service for in-room remote driverless printing. The company's software only solution supports all types of printers: ink, laser, and multi-function. PrinterOn also offers mobile printing services for Wi-Fi hotspot printing and wireless PDA viewing, faxing and printing. PrinterOn is based in Kitchener, Ontario, Canada, and has been delivering award-winning document handling solutions for 20 years. For more information on PrinterOn, visit <http://www.printeron.net>.