

CASE STUDY



GERMANY



HOSPITALITY

# STANDARDISING THE NETWORK APPROACH DRIVES TEMPLATE FOR PERSONALISED DIGITAL GUEST EXPERIENCES

**STEIGENBERGER**  
HOTELS & RESORTS

Digitisation and personalisation continue to be paramount to unlocking operational efficiencies and elevating the guest experience. Steigenberger Hotels & Resorts is driving its digital transformation on an Aruba architecture. By adopting a global standard, it can accelerate new hotel openings, centrally manage network usage and provide a consistent platform for digital innovation.







identify a guest by their MAC address and grant them digital services directly, but this cannot be invasive. We will explore this, of course, but there has to be a balance.”

The more immediate promise of digital is on operational efficiency. It can help streamline housekeeping, procurement and smart building management. Steigenberger is looking at digital layering to improve staff skills and productivity.

“The more information about a guest or our services we can put into the hands of our staff, the better the service. We need to be transparent about this, and serve to empower staff,” he says. “We’re also in a competitive jobs market. Digital can help train and retain good staff.”

### **TOWARDS GREATER STANDARDISATION AND CENTRAL MANAGEMENT**

Steigenberger Hotels & Resorts is not the entire Deutsche Hospitality business, Daniel states. The group’s other four brands will all have their own priorities. However, as a group, there is sense in taking a standardised approach to the network and in centralising management.

It is natural that Deutsche Hospitality will explore Aruba’s cloud-based management tools, he says: “We see the advantage of cloud-based deployment and management. We just need to be clear on security, redundancy and value.



“From a network perspective, our goal is to be more automated and orchestrated. We are hotel operators and our attention must be on our guests.”