



Hotel Technology

Compliance & Security Beyond 2019

The industry is moving towards a new pinnacle of customer service with high-value tech advancements like online booking systems, mobile apps, PMS services, POS machines, CRM, social networking, and smart controlled rooms.



TABLE OF CONTENTS

- 01 Hotel Technology and The Guest Experience**
- 02 Hotel Technology Challenges Beyond 2019**
- 03 Hotel Technology Management - The New Way to Go**
- 04 Technology Compliance & Security**

PREFACE

Technology-driven transformation of business is common across the world, where hotels are no different from other industries. A vast number of technologies are now being integrated into hotels today to make guest on-boarding and stay experience better.

The industry is moving towards a new pinnacle of customer service with high-value tech advancements like online booking systems, mobile apps, PMS services, POS machines, CRM, social networking, and smart controlled rooms.

Developments in smart room technology are rapidly demonstrating their influence with lighting, temperature control, alarms, blinds, room entertainment, etc. all being controlled from a tablet or mobile device. From personalizing their entire hotel experience to reviewing their stay and sharing on social media is easier than ever through a single mobile app.

To ensure the efficient operation of technology, hotel management & owners must understand constant compliance, security, and the ability of end users to accept it. Technology is implemented to empower staff & processes, not to replace them.

The conceptual idea of this ebook is to highlight the impact of technological innovations in hotels and the necessity to keep these technologies secure & compliant. Superior customer service is the cornerstone of successful hospitality businesses, while various technologies are there to keep service quality consistent and the guest experience memorable.

Chapter 1

Hotel Technology and The Guest Experience

In a 2017 Survey of over 3000 US & European travelers by Oracle Hospitality, 64% of respondents identified that it's "very or extremely important" for hotels to further invest in technology to improve the guest experience.

In his 2016 report, David Adelson of Intelity forecast for hotel technology in 2017 discusses that hotels will be making large capital expenditures on I.T. to completely renovate their technology infrastructures. Adelson also reports that midscale hotels led the investment race with 7.3%, while upscale hotels invested 6.1%, followed by luxury hotels who invested 5.6% of their budgets in technology.

Technology & innovation as we have seen with numerous hotel franchises brings a significant competitive edge and meet guests' expectations. A memorable guest experience influences customer reviews and the overall satisfaction ratings of hotels

Today, successful hotel brands merge the power of mobility with the guest experience. By creating a link between the guest and the hotel, hoteliers build a personal relationship to enhance guest loyalty & experience.

Smart devices and IoT integration have changed the way hospitality technology previously delivered service. More hotels are transferring guest interaction towards digital screens with guest-facing systems like digital signage. These systems are both convenient and allow collecting a treasure of data to personalize the guest experience.

Personalization in terms of hospitality doesn't imply simply offering a service, but delivering that service the way guests want when they demand it. Great examples can be adding personalized touches to the room with temperature control, alarms, access to special requirements, pre-ordered meals, and timely housekeeping.

Implementing guest technologies for superior satisfaction is paramount to successful service delivery, however, hotel managers must analyze the results of this integration to improve services.

In addition, Back office digitization including PMS and CRM systems have already demonstrated their operational efficiencies, managerial effectiveness, cost-friendliness, revenue optimization, and sustainability across the world with global franchises like the Marriott, Sheraton, and Wyndham Groups.

Hotels employ a number of technologies to enhance their service delivery and guest satisfaction. Specialized technologies (both hardware & software) is employed to increase the efficiencies of operations while keeping guest convenience in check. These proficient systems are constantly alerting staff & management about tasks and their completion status. These excellent technologies make management simpler, reporting easier, and identify issues faster.

Software designed to keep track of guest history and preferences are possibly the most effective technology integrations in hotels. These highly intelligent systems analyze guest needs and habits forecasting room demand, length of stay, staffing, special needs, and other areas of service.

Maintaining guest databases is a treasure trove for hotels, that can then encourage repeat visits, increase loyalty, and encourage recommendations from guests. Cutting-edge CRM software also speeds up the check-in and concierge process at hotels, and the great aspect, they are active 24/7.

Data gathered from hotel information systems is a remarkable asset for marketing managers to address research, analysis, loyalty programs, sales forecasts, and adjust service to technology policies. The capabilities of the software to gather and analyze data creates a phenomenal competitive advantage. Hotels can then improve services, gauge staff performance, and enhance the guest technology experience.

In his 2003 research paper, Data mining for hotel firms: Use and limitations, Vincent Magnini established that the invaluable data processed through hotel information systems can help with multiple marketing strategies including:

- direct-mail campaigns;
- seasonal promotions;
- the timing and placement of ad campaigns;
- personalized advertisements;
- defining growing market segments;
- determining the number of rooms to reserve for wholesale customers and business travelers.

As we step into a new decade, the strategic goals of hospitality companies are now fixed on two critical priorities. First, a huge number of hotels are now focusing on digital guest engagement, and second in the emphasis on hotel technology, data, and payment security. The core purpose of technology is to enhance the guest experience, facilitate the tasks of staff, trigger cost efficiency, and build a unique service experience.

Chapter 2

Hotel Technology Challenges Beyond 2019

In their 2018 research paper, *Technology in the Hospitality Industry: Prospects and Challenges*, Prasanna Kansakar et. al identify four major challenges for hospitality technology:

- 1: Interoperability**
- 2: Data Management**
- 3: Security & Privacy**
- 4: Responsiveness**

Interoperability of Hotel Technology Systems

Due to the lack of standardization and specialized hospitality technology solutions, most hotels tend to develop their own proprietary solutions to manage assets. Popular hospitality technology solution providers like ORACLE do pitch in with their complex PMS and back office solutions, there are however diverse hotel management solutions available across the world.

The issue with proprietary solutions is that they do not have the potential to be implemented across all hotel franchises. Hospitality businesses cannot centralize management and require dedicated solutions to make different technologies work in cohesion.

The inoperability of hotel technologies can impose unwanted restrictions on the service delivery process. Loss of revenue is just one of many repercussions hotels can face due to unorganized technology infrastructures. Inoperability also affects the guest experience, creating conflicts and causing inconvenience that contradicts the service delivery promise especially in branded franchise hotels.

Non-standardized technology can induce added learning times & on-boarding periods for guests. Such technologies can also demonstrate interface issues and compliance risks on guest smart devices. This issue readily highlights the significance of applied technology management.

Data Management

Gathering guest data is essential to the success of any modern business, hotels are no different. Knowing and understanding customers is essential in predicting their behavior, future visits, and demands. New technology applications in hospitality bring more data to hotel databases. Personalization requires significant data gathering, allowing hotels to deliver a unique experience to each individual guest.

Hospitality companies gather data through a plethora of mediums including guest-facing systems, smart devices connected to hotel networks, and satisfaction surveys. Modern hotels must carry technologies capable of collecting & analyzing data from diverse sources. Personalization of services requires ready analysis from back-office systems, profiling guests through smart devices (IoT) as they enjoy the technology experience.

As the amount of data grows within hotel databases, the responsibility of back office management is quadrupled. Growing concerns over data management can only be addressed through leading-edge technology infrastructures. Authorization for data access, network & database security, and centralized database management are major concerns for hotels in the coming age.

Security & Privacy

When delivering highly personalized services, hotels have to track guest preferences, location information, and activity. This gives rise to the very essential and very complex problem of storage and protection of guest data. Several news outlets and hospitality professionals have already identified that hospitality companies are one of the most susceptible to data breaches.

Hotel technology infrastructures must ensure that all digital interactions with guests are reinforced through robust security tech & privacy rules. Hotel networks and databases should be equipped with all necessary solutions to secure guest devices, in-room technology, and all IoT devices accessing the hotel network.

With multiple point-of-sale (POS) touchpoints, an even larger number of smart devices, and that data from both demands a secure hotel network. Denying cybercriminals access to the network and preventing them from spying on guest devices is now essential for every business. Hotels must establish practical 'electronic policies' and 'technology strategies' to add stronger protocols to their technology amenities.

Most hotels are handicapped by the knowledge and expertise they carry on the subject. A more reasonable idea is to consult with a technology management company that offers better insights, suggestions, and security framework designs for hotels.

Responsiveness

What good are hotel technologies if they are inefficient and slow?

An efficient & effective hotel technology must be responsive and should acknowledge guest requests instantly. Digitization of room service, housekeeping, laundry, food, etc. has significantly enhance the responsiveness of service delivery. Encouraging the use of guest-facing systems and mobility software eliminates time losses and reduces the need for human interaction where necessary.

Highly optimized & synchronized systems leave almost no gaps when fulfilling guest requests. These technological marvels can even complete guest requests faster than hotel staff at times. This efficiency delivers a seamless guest experience while improving the responsiveness of technology.

Hotels also need to enhance responsiveness for renovations and routine maintenance. Slow repairs, faulty room technology, and delayed maintenance can lead to unwanted revenue losses. A smart room with a broken WIFI router will not really be the ideal vacation for any tech-savvy guest.

Hotel properties under professional technology management care and those with A.I. powered reporting systems quickly respond to repair & maintenance tasks. IoT technology including sensors and mini-computers are being actively implemented to identify issues as they occur.

A responsive hotel tech infrastructure demands stronger resources, simpler network mapping, and synchronization with hotel back office systems.

Chapter 3

Hotel Technology Management - The Way Ahead

A term still finding its way around the hospitality industry, hotel technology management is now recognized by professional hoteliers as a strategic element of hotel policies. Today, hotel technology may be for staff or guests requires strategic management, support, and compliance to ensure a competitive advantage.

So, what exactly is hotel technology management?

The growing applications of technology and constant innovations facilitating hotel operations require an expert or a team of experts to manage the various aspects of these technologies. Hotels can definitely hire a dedicated in-house I.T. team for this purpose, but these resources usually come with several limitations.

Most global brand hotel groups outsource this area to professional technology managers who specialize in the hospitality business. Technology management companies are professional partners who assist hotels with a variety of technology applications including new hotel builds, renovations, guest support services, project management & planning, technology budgeting, compliance management, risk management, policy management, and other technical areas.

Usually, you will find hotels hiring an 'I.T. Manager' or 'Informationa Technology Officer', which is quite different from a technology manager. An I.T. manager is generally involved with the routine daily support of hotel I.T. systems, internet, office systems, computer networks, and telephone systems throughout a property.

A hotel technology manager, on the other hand, is a fusion between a project manager, a technology consultant, and a network engineer. A technology manager can offer professional insights on the I.T. infrastructure of hotels, develop budgets, assist in renovations & new builds, and help with security & compliance of hotel technology.

Hotel technology management partners are also well connected with popular technology vendors and suppliers. In addition to assisting with RFIs & RFPs, a hotel technology manager also assists with the onsite installation of technology. Hotel owners can concentrate on the important areas of business, while the technology management company handles the suppliers & vendors, their issues, and payouts.

Unlike a supplier or technology vendor, a hotel technology manager is contracted by the hotel owner until the asset has been launched. Hotel technology management companies play a central role in the construction, pre-staging, staging, post-staging, testing, and launch phases.

Benefits of Hotel Technology Management

As we mentioned earlier, a hotel technology manager carries great emphasis during hotel new builds, renovations, and even minor upgrades. The diversity of expertise allows hotel technology managers to proficiently deliver several benefits when they are contracted by hotel owners.

Professional hotel technology management has proven over time how it can intuitively support business lower costs, improve staff efficiency & morale, make service delivery simpler, and guest technology experiences secure.

Mariott Group for example now offers a highly optimized mobile app for guests, high-speed internet across properties, robotics room service, and several other in-room technologies. Like many other hotel franchises, Marriott hotel franchises also outsource their technology management service to professional partners.

Hotel technology management providers can offer distinctive competitive advantages for hotel owners. These include:

- Cost Savings
- Time Savings
- Process Efficiencies
- Increase in Revenue
- Enhanced Online Presence
- Personalized Guest Experiences
- Faster Service Delivery
- Highly Secure Payment Systems
- Efficient & Protected Data Management
- Faster Technical Issue Resolution
- Rigorous Technology Compliance
- Technology Budgeting

The Future of Hotel Technology Management

Hotel technology has a long way to go in terms of application and integrations. Mobile is already making hospitality simpler with faster & easier payments, smart rooms, and other IoT peripherals. Similarly, the use of guest-facing kiosks and screens are also becoming a popular feature of almost every modern hotel.

Hotel technology management already has a massive influence on the policy decisions of any hotel. In coming years, we can expect both increased technology spending and a rapid increase in hotel technology management expertise.

Security as we pointed out earlier has been a very important topic discussed in global hospitality. Hotel technology management will certainly expand in this area for hotels, with unique cybersecurity and network security solutions very popular in demand. The security of point of sale systems, online payment portals, and the security of this payment data will require hands-on management in coming years.

Hotel technology management will also be essential for the ongoing support of the entire technology infrastructure. Limiting technology downtimes is crucial to deliver delightful guest experiences, as it directly affects reviews and satisfaction index scores. Skilled technology management will also assure guests receive virtual or phone assistance 24/7.

Popular technologies like web portals and mobile apps will also open up a new world of hospitality personalization for guests. Imagine having preset room temperature, voice assistants welcoming guests into rooms, and using smartphones as room keys. All these amazing personalization features are already being rolled out, but soon will become common practice.

Chapter 4

Hotel Technology Compliance & Security

Every hotel business has its own unique design and technology infrastructure, most in accordance with brand franchise standards. As guests demand more interactions with technology at hotels, it's the responsibility of hotel owners to ensure the compliance & security of their technology infrastructures to maintain satisfaction at its optimal.

Professionals & academics both list PCI compliance as the two most important technology issues hotels face today. Similarly, hotels also carry vast databases full of personal guest information that requires ironclad security against breaches and hacks.

Dangers of Technology Non-Compliance in Hospitality

The consequences of non-compliant technology infrastructures can be severe, a lesson that is evident from the 2018 Marriott hack. Like any other business, hotels require a risk compliant infrastructure backed by a documented strategy and audits.

The first and most dangerous consequence of technology non-compliance are the liabilities arising from guest lawsuits. As I mentioned earlier, hotels are responsible for the safety of guests financial & personal data. Hence, an unsafe technology ecosphere is simply a welcome sign for cybercriminals.

A second consequence that can severely cost hotels in the event of non-compliance are penalties posed by the PCI standards council. The standards dictate that a non-compliant hotel will pay additional fees (per transaction or one-time penalty), stopped from accepting card payments, or both.

Lastly, the reputation hit that the hotel takes from a data breach or hack can be unreparable. Even when customers are informed about the hack immediately, there is a great chance that the hotel will suffer major consequences in the media and tourism community.

Hotel Technology Compliance

Irrespective of property size and design, technology compliance is essential to the successful operations at every hotel. Although large hotel franchises are the most obvious targets for cybercriminals, it is highly recommended by technology professionals across the hospitality industry to have a future proof technology foundation.

A compliant technology infrastructure & hotel processes can be simply priceless for hotel owners. Here are some excellent benefits of a risk compliant & secure technology framework at hotels:

● Threat Detection & Quarantine

A risk compliant hotel will have a proactive threat detection and protection system. While few hotels today invest in their own technology teams, most accomplish technology compliance with the help of a managed technology partner.

A threat detection and protection system is the first line of defense for all devices connected to the hotel. It easily monitors hotel technology 24/7 and quarantines threats, immediately separating it from the system.

Hotel technology companies usually have long term partnerships with hotel vendors and suppliers that allow them to procure low-cost solutions. They are also highly experienced organizations which can determine the most ideal technology security framework for your hotel tech.

● Efficient Disaster Recovery

In case hotel technologies have been breached, a compliant technology infrastructure will be instantly ready for disaster recovery. Affected systems are locked down, while backups are instantly activated to ensure the threat is contained there and then.

Risk compliant hotels also implement additional security measures to ensure that even if there is a breach, stolen data is completely useless to the cybercriminals. Two-step verifications and encryption are popular to ensure proactive data security.

● Minimal Downtimes

A hotel is a 24-hour operation and hence requires that all its interconnected processes & technologies be functional at all times. A compliant technology foundation will not only have immediate security protocols, but also a back-up system to keep the property working even in case of a threat.

A constantly monitored & compliant technology infrastructure will be robustly protected and have contingencies in case of cybercriminals attempting an attack. Your hotel will run smoothly while your technology partners or CIOs manage the threat, without creating any panic.

● Ensure Additional Compliance with Global Data Protection Regulations

Future Proofing your hotel by ensuring proactive compliance of technology allows you to cater to a larger audience. Complying with GDPR rules primarily meant for European tech users is an excellent way to be a more hotel.

The ideal way to make your hotel compliant for the modern age is with the help of a managed hotel technology partner. These very popular service providers deliver several advantages to hotels when it comes to risk & security compliance.

First, a hospitality technology company brings the formidable experience of securing technology and managing risk compliance. Hotel technology companies are equipped with the latest trends, professional insights, and have exclusive vendor partnerships to save on technology costs.

Secondly, a technology partner brings you a series of great services apart from risk & security compliance. These can include on-site & remote support, signage services, technology renovation, project management, technology budgeting, guest technology experience management, vendor management, and much more.

In addition, a third advantage that hotel technology partners offer is convenience. By taking control of your overall technology strategy development, execution, and monitoring the provider lets you concentrate on daily operations. Hotel technology management companies also conduct regular hardware, software, and process audits to ensure every single touch point at the hotel is secure and performing.

Lastly, a hotel technology management partner can be simply priceless when it comes to training your staff. Hiring new staff and updating the knowledge of existing ones can be very costly and time-consuming. Your technology partner can offer professional training and education to ensure the security and compliance best practices.

Hotel Technology Security

It's never usually the ability to fund guest technology upgrades, but their accompanying vulnerabilities that worry hotel owners. With rising guest demands to seamlessly integrate technology, it is essential for hotels to have the ideal hotel security infrastructure in place to mitigate against possible vulnerabilities.

With an interconnected network of devices and systems, a hotel has much more to lose than just customers. Guest information, camera systems, guest data, room access, WIFI hotspots, business services, etc. all require hands-on security to counter modern cyber threats.

Consider the Starwood Hotels data breach which continued for 4 years, even after Marriott International had acquired them in 2016. The hackers had almost 4 years since 2014 to feed on the network, chipping away layers of security to unearth valuable hotel data. Hotel News Now even provides a historical countdown of popular data breaches in hotels across the world.

The increasing number of hacks & data breaches in hospitality is also increasing awareness amongst guests and hotel management. It is the responsibility of hotels to keep their guest data secure since they trust the service provider to have sufficient technology safeguards in place. Hospitality companies like all other industries are also legally bound to meet data protection regulations and secure their technology infrastructures.

Since there are no defined data protection laws in the USA, it becomes the primary responsibility of hotels to secure their guest data and themselves from the consequences of experiencing a breach. Customer trust and brand reputation remain the two most critical factors in case of a breach. While customer trust and reputation are hardest to rebuild, the financial repercussions can be even worse for a hotel brand.

As demand for guest technology grows in hospitality, owners & hotel management are taking resounding precautions to secure guest data, devices, and processes. Due to several high profile payment card data thefts across US hotels certifications like PCI Compliance and technology security management has become even more important for modern tech-savvy hotels.

“Having robust security in place means a better, safer, guest experience,” ... “When department managers and other employees think more about safety and security, you can prevent a lot of theft and minimize dangers.”

Chad Callaghan, Principal of Premises Liability Experts, and American Hotel & Lodging Association (AHLA) security consultant.

Payment Card Data Security

POS or Point-of-Sale data hacks are usually targeted on the POS merchant rather than the hotel itself. Hackers tend to infiltrate POS machines with either malicious code, or, physically by having their card swiped through infected POS machines.

For this very purpose, the ladies & gentlemen at PCI Security Standards Council routinely update their guidelines to ensure hotels, in particular, can continually secure their point of sale systems. The PCI certification ensures POS security by deploying a rigorous point to point encryption and security protocols when processing transactions.

Card data is also 'tokenized', so to ensure that there is nothing stored on hotel storage that can be identified. Payment card merchants including Europay, MasterCard, and VISA also offer certified solutions that minimize the risk of card data theft.

Threat Detection & Protection Software

Threat detection and protection tools are the first line of defense for hotel internet security. This software is usually standardized by every hotel brand. For instance, a large number of hotels carry the LabTech intrusion detection and protection system, while many others choose the renowned Kaspersky Security Suite.

Irrespective of brand name, every corporate cyber-security solution comes with the basic anti-virus, firewall, internet security, anti-virus database, and instant updating capability. One of the beneficial features of a hotel's threat management software is to identify and eliminate any existing vulnerabilities already on your network.

The primary focus of a threat detection & protection system is to help hotels monitor and identify threats 24/7/365. By combining a proprietary analysis engine and cutting edge threat intelligence databases, threat management software deliver proactive detection.

Threat management software is also exclusively designed to integrate several technology security features for both small & large hotels. These cutting edge tools provide basic validation services, full network security management, connectivity apps, and quarantine features to ensure management can conveniently focus on business operations.

Cloud Solutions for Hotel Data Security

Hotels usually gather huge amounts of guest data from personal information, to preferences, tour plans, and other personally identifiable information. While most data was previously stored over local hotel data servers, most modern hotels are now shifting to highly secured cloud-based storage.

Today, almost all hotel management tools, including PMS, employ cloud-based service delivery to ensure faster, less risky, highly affordable solutions. One of the most significant advantages of cloud-based solutions is that they don't require the mass capital overlays for hardware, software, infrastructure, and human resources. Cloud storage can be purchased as per hotel needs and can be scaled in accordance with seasonal requirements.

In his 2012 research, *The Adaptation of Cloud Computing by the Hotel Industry*, Anthony Schneider concludes that cloud computing potentially offers hotels more simplified technology structure and information security frameworks.

Cloud-based systems deliver better cost-effectiveness, efficiency, scalability, and environmental benefits according to Anthony Schneider's research. At the end Schneider did warn about the security and access vulnerabilities that existed in the cloud at that time.

Today, cloud storage deploys multiple security measures including two-step access verification and military grade 256bit encryption. Cloud servers are also routinely backed up in their encrypted form, so in case of data breaches and loss all hotel data can then be recovered with the click of a button.

Managed Hotel Technology

Just like it is ideal to have a head chef in control of the hotel kitchen, it is also ideal to have technology experts handle hotel technology management. Today hotels need a data protection strategy and cybersecurity policy to govern the various aspects of hotel technology security. As technology submerges almost every guest touchpoint with some sort of automation, there is a great need for hotels to either carry an in-house I.T. team or a hotel technology company to manage cyber threats.

While implementing cybersecurity tools on hotel properties is easier, the continual management of hotel these tools should preferably be delegated to hotel technology experts. Since hotel data security now holds great significance for both the hotel and its guests, having a hotel technology company's assistance can radically reduce the potency of cyber threats. A hotel technology partner constantly monitors the hotel network & technology infrastructure to identify vulnerabilities and underlying threats.

Security usually begins when designing the technology infrastructure and network map of any hotel. From the placement of WIFI hotspots, servers, etc. to access authorizations every aspect of local cybersecurity must be addressed by an I.T. professional or CIO (chief information officer).

A managed partner by far is the most effective technology vulnerabilities solution. Not only are these providers cost-effective compared to in-house technology teams, but can also offer multiple services. Usually, an efficient hotel technology company offers:

- Tech support (on-site & off-site) to ensure there are no issues with hotel technology,
- Continual tech management to keep equipment compliant & software flawless,
- Network redesign to ensure a simplified and more accessible tech infrastructure,
- Ready knowledge of hotel brand standards & requisites to convert hotel properties,
- PCI Compliance training for hotel staff and management,
- Vendor management services for more attractive technology quotes & seamless workflows,
- Hotel front & back offices management for more efficient service delivery,
- New hotel build project management for a more tech-enhanced property,
- Technology GAP management to identify areas of improvement instantly.

Contributors

The success of this book is highly attributed to the experience, knowledge, and insights of Mohammad Shoaib Ziaee (Director of Information Technology - Advanced Hospitality Technologies Inc.) and Mr. Toshi Soda (Director of Sales - Advanced Hospitality Technologies Inc.).

Mohammad Shoaib Ziaee

Director Information Technology at Advanced Hospitality Technologies

Mohammed Shoaib Ziaee, is one of hospitality's most accomplished technology engineers and information technology gurus. His expert insights provided me with the opportunity to better understand the landscape of hospitality technology and the challenges that it poses for hotel owners.

A believer in the quote "hard work conquers all", Mohammed is a seasoned technology consultant with over 20 years of technology management experience. Mohammed is highly influenced by future technologies and loves to read about new applications of tech in hospitality.

Ziaee's professional approach and flawless project management skills have already assisted popular hotel franchises across California to achieve technical prowess over the years. Mohammed has worked with prominent names including Aloft, Wyndham, La Quinta, Four Points, and Ritz Carlton franchises.

Mohammed Ziaee was a leading source of insights that led to the completion of this ebook. His expert opinions on hotel cybersecurity and compliance were immensely helpful in accomplishing this title. His overview of hotel new build management was in particularly invaluable, and will be published soon in future ebook titles.

Toshi Soda

Director Sales & Marketing at Advanced Hospitality Technologies

Toshi Soda is one of hospitality's leading technology consultants and is the director of sales & business development at Advanced Hospitality Technologies Inc. Toshi has been investing his skills consulting with popular hotel brands over the last 15 years.

Toshi is also a tech-enthusiast with a liking for new smart room technologies and enjoying discussions with other hospitality professionals. Being a devoted technology fan Toshi has also been part of HITEC Minneapolis conference in 2019.

Toshi's real time perspective of hotel management and the challenges he has observed in real time were a great help. His personal interviews and discussions with industry professionals were an excellent source on how hotel owners perceive hospitality technology solutions.

A true people person, Toshi loves to spend time with his on-site colleagues busy powering hotels across California. Mr. Soda is also widely known across the California hotel industry for his lucrative ideas and technology management articles on the Advanced Hospitality blog. He also enjoys nature walks & scenic views, Marvel movies, and is a certified globe trotter.

Advanced
Hospitality Technologies Inc.

Connect with us to discuss how we can transform your guest experience
with our hotel technology management services.

Technology Management Solutions for Hotels



510-900-5990
info@advhtech.com
sales@advhtech.com
www.advhtech.com