AT&T Enhanced Push-to-Talk with Integrated Dispatch

Hospitality Industry

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**Snapshot of the hospitality industry**

### Key facts*

- $137.5 billion in sales and is the fastest growing, 6th largest industry
- More than 55,000 properties and 5.5 million guestrooms in the U.S.
- Hotels employ 1.8 million U.S. employees
- Jobs are expected to grow 12% through 2016

*Source: [http://marketing.web.att.com/oil/download?oilID=7c06e4ee951ba0](http://marketing.web.att.com/oil/download?oilID=7c06e4ee951ba0)*

### Overall business challenges

- Customer acquisition
- Enhancement of guests’ experience and satisfaction to improve customer loyalty
- Employee productivity
- Business globalization
- Cost reduction and operating profit

### Key communication challenges

- Real-time communications without disturbing guests
- Reaching the right employee or group any time
- Application integration on the same device
- System interoperability
- Communication cost control
Issues with existing mobile communications services in the hospitality industry

• Two-way Land Mobile Radios (LMR) are unable to support mobile broadband data applications.

• Two-way LMRs also have geographic coverage constraints, complexity of talk group set-up/updates, inefficient system resources for 1:1 private calls, and high total cost of ownership.

• Existing 3G-based PTT-over-cellular services only work on older handsets and have limited device choices, with no support for 4G LTE.*

• Employees who need to use a two-way radio for PTT and a smartphone for data must carry two separate devices, which can increase costs and inconvenience.

*LTE is a trademark of ETSI. 4G LTE is not available everywhere.
## Fragmentation of existing voice/data communications in the hospitality industry

<table>
<thead>
<tr>
<th>Device</th>
<th>Supported</th>
<th>Not Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireline PBX Phone</td>
<td>Voice communication on the desktop</td>
<td>• Mobile voice&lt;br&gt;• Instant voice&lt;br&gt;• Computing/data applications</td>
</tr>
<tr>
<td>Legacy Paging Device</td>
<td>One-way text messaging</td>
<td>• Voice communications&lt;br&gt;• Computing/data applications</td>
</tr>
<tr>
<td>Traditional PTT Paging Devices (e.g., two-way radios)</td>
<td>• Instant mobile voice communications&lt;br&gt;• Limited messaging</td>
<td>• Computing&lt;br&gt;• Broadband data</td>
</tr>
<tr>
<td>PC, Laptop, or Tablet</td>
<td>• Personal computing&lt;br&gt;• Data and line-of-business apps</td>
<td>• Voice communication&lt;br&gt;• Text messaging</td>
</tr>
<tr>
<td>Feature Phone with regular cellular service</td>
<td>• Cellular voice&lt;br&gt;• Messaging</td>
<td>• Instant group voice communication&lt;br&gt;• Computing/data applications</td>
</tr>
<tr>
<td>Smartphone with regular cellular services</td>
<td>• Cellular voice&lt;br&gt;• Messaging and email&lt;br&gt;• Web browsing&lt;br&gt;• Access to line-of-business applications</td>
<td>• Instant mobile voice communication (especially group calls)</td>
</tr>
</tbody>
</table>
How AT&T EPTT helps the hospitality industry

Key capabilities of AT&T EPTT

- EPTT over latest cellular network and Wi-Fi*
- Interoperability with LMR **
- Broad device choices, including smartphones, feature phones, and desktop PC
- Application integration on the same device
- Centralized and on-the-fly contact and group management
- Sub-second call set-up
- Other advanced features, including real-time presence, talker priority (supervisory override) and talk group late entry/re-entry

*Wi-Fi requires compatible network configuration

**LMR interoperability requires equipment not available from AT&T
How AT&T EPTT helps the hospitality industry, continued

Key potential benefits

- Converged communications on the same network
- A single device for all mobile voice and data communication needs
- Broad network coverage and system capacity
- Enhanced communication efficiency
- Centralized and on-the-fly contact and group management
- Reduced communication costs through device and network consolidation
## AT&T EPTT for major roles of hospitality

<table>
<thead>
<tr>
<th>Housekeeping</th>
<th>Guest services</th>
<th>Food &amp; beverage</th>
<th>Security</th>
<th>Management</th>
</tr>
</thead>
</table>
| • PTT over 3G/4G cellular  
• Feature phone  
• Ruggedized phone  
• Group calling  
• Single converged device  
• Productivity app integration | • PTT over Wi-Fi  
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• Smartphone  
• Ruggedized phone  
• Group calling  
• Single converged device  
• Productivity app integration |