

# Cloud for Hospitality

The hospitality industry is driven by customer satisfaction. These businesses tend to purchase complex on-premises systems that become obsolete in a matter of years, making it tough to keep up with the latest technology. RapidScale, a Cox Business company, can virtualize these IT resources to help cut costs, improve the guest experience and enable organizational efficiency.



## Customer Service

Achieve efficiency and more personalized service. Customer-facing applications powered in the cloud are simplified and secure, so your guests always have a great experience.



## Efficiency

Your staff will find it easy to access data and software from anywhere and any device, allowing users to maintain communication and continue operations without interruption.



## Transparent Pricing

It's especially important in the hospitality industry to be cost efficient in order to remain competitive. Cloud services offer predictable pricing for industry-leading technology.



## Security

Layers of cloud security protect critical business data and eliminate threats, ultimately providing stronger security controls than what you could put in place yourself.

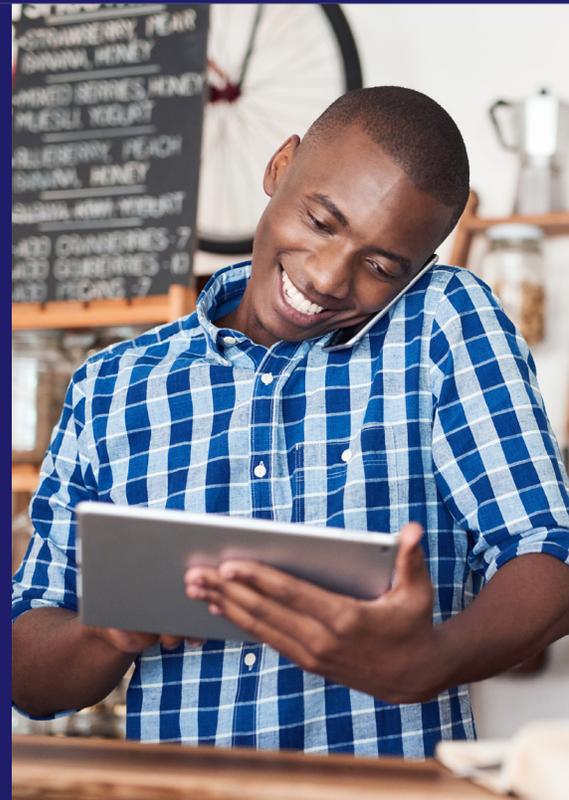
## Embrace New Technology

The hospitality industry is quickly realizing the need for greater operational efficiency and improved customer service that acknowledges the increased use of technology. Cloud services can improve the end-user experience, spending, and internal efficiency.

Hospitality organizations need to avoid spending too much on equipment that soon becomes inadequate. RapidScale provides an agile environment and solutions that can adapt to the needs of your business.

Instead of purchasing new servers and equipment every few years to keep up with growing technology capacity needs, you can eliminate the need for physical equipment and drastically reduce costs with cloud services. Cloud computing helps you avoid upfront hardware costs and reduces onsite maintenance needs. Instead, you can devote more time and money on improving the client experience.

It's easier than ever to offer personalized services to meet customer needs. Your guests can access ordering systems, appointment systems, and other software right on their own devices. Employees can manage reservations, housekeeping services, amenities, and more with ease.



## Cloud Security

RapidScale offers high-quality protection for your data and information in our secure, redundant and geographically diverse data centers. Our Tier 3 PCI DSS-certified data centers, which are audited annually to produce a SOC 2, Type II report, help keep your sensitive information safe and secure.

All of RapidScale's data centers feature:

- On-premises security guards
- Exterior security systems
- Biometric security systems including palm scanners
- Continuous digital surveillance and recording

They're engineered to the highest of standards to help keep your business running 24/7/365. RapidScale's 100% US-based certified network experts and engineers are available around the clock, ensuring you always have someone to turn to with questions or concerns.

- Complete data encryption in transit and at rest
- Cisco routers, and Fortinet and vShield Edge firewalls with 256-bit encryption

## Cost Efficiency

Cloud services can optimize IT resources and greatly reduce capital expenses and operating costs. Instead of building for maximum capacity, you can allocate the cloud storage and resources you need to manage your IT landscape for optimal storage, application processing and IT workload needs. You'll also experience automatic updates while avoiding the headache of hardware refreshes.

## Application Integration

RapidScale simplifies application purchasing and license management for your business. We can integrate some of the most commonly used business apps into your cloud environment, including MSI, Micros, eZee Technosys, QuickBooks, and Microsoft Dynamics.