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StayNTouch Helps SoHo's Newly Opened 11 Howard Reinvent Guest Service

StayNTouch Mobility Platform lets staff interface with guests when and where the guests choose – with no front desk



Bethesda, MD -- StayNTouch, an innovator in mobile technology and Property Management Systems (PMS) for hotels, today announced that 11 Howard, a 221-room boutique property in New York City's fashionable SoHo district, has implemented its cloud-based hotel software solutions. StayNTouch's solutions are gaining rapid adoption among branded as well as boutique hotels and is now in place at dozens of properties in North America and worldwide.

11 Howard opened earlier this month in the trendy SoHo district of New York City and is one of a growing number of distinctive luxury hotels that have moved away from the traditional front desk as a locus of activity on property. It installed StayNTouch's solution in December, 2015 and it quickly became clear that the StayNTouch mobility platform aligned with 11 Howard's philosophy of guest service and choice.

"As a community hub that reaches out across all barriers in one of the world's most open neighborhoods, we wanted to make the guest experience at our hotel completely open and completely mobile," said Anis Khoury, general Manager. "Our mission is to serve guests where ever they would like to interact with us, in ways that give them complete freedom of choice – whether they are checking in via table prior to arriving at the property, or extending their stay from the comfort of their room without even picking up the phone. StayNTouch provided exactly the technology solutions we were looking for."

StayNTouch offers hotels the opportunity to integrate three cloud-solutions on one platform:

- Rover™: Overlays on top of PMS bringing the front office functionality onto a mobile/tablet in a touch/graphic user experience. Includes remote key encoding & secure credit card swipe featuring P2P encryption & tokenization. Enables staff flexibility to service guests anytime, anywhere. Line-busting. Zero training.
- Rover Housekeeping™: Via any mobile device (iTouch, tablet, etc), housekeeping/staff has touch optimized user interface for full access to rooms-to-clean lists, room status, guest information and ability to update room status after servicing. More efficient staff. Quicker room turns. Happier guests.

Zest™: Enables guest pre-engagement and mobile guest services via mobile web. Guest-enabled mobile check-in & out via smart phone or desktop. Private labeled, PMS-integrated mobile check-in &/or checkout. Review bill, preferences collected, upsell opportunities, and remote key fulfillment. Promote and monetize late checkouts.

"11 Howard is a perfect example of the future of hotel operations, combining sensitivity to guest needs and preferences, with state of the art technology that delivers cost savings and efficiencies for ownership," said Jos Schaap, CEO and Founder of StayNTouch, "We appreciate the property's commitment to re-thinking the typical guest stay, and recognizing that innovative technology can deliver choice and flexibility to their guests. We are delighted to partner with them."

Since its inception in 2013, StayNTouch has signed close to a hundred high profile properties and is currently deployed in select cities in the U.S and Europe. The company sees continued growth in these regions, and near-term expansion in Asia.

About StayNTouch

Driven by the need for hoteliers needs to raise service levels to respond to the needs of today's guests and increase hotel revenues, StayNTouch delivers a cloud-based Hotel PMS and a suite of tablet-based solutions to optimize the existing PMS and make it mobile.

The company's PMS Mobile Overlay brings mobility to both hotel staff and guests in order to drive guest revenue while enhancing the guest experience.

Via any tablet or touch device, Guest Service and Housekeeping have mobile access to PMS via a touch-optimized interface. Guests, from their smart phone, can self check-in and out, view room bill and receive upgrade promotions. StayNTouch dramatically streamlines operations and increases margins, and revolutionizes how the hotels connect and engage their guests and how guests experience their hotels.

StayNTouch partners with many of the most forward thinking brands in the industry, including MGM Resorts International, Yotel, Great Wolf Hotels and Resorts, Zoku Amsterdam and the Fontainebleau Miami Beach.

Learn more by visiting www.stayntouch.com.

About 11 Howard

11 Howard, a 221-room boutique property in New York City's fashionable SoHo district, combines cutting-edge Scandinavian design with socially conscious hyperlocalism. More than just an ideal vantage point for downtown exploration, the property is an art spectacle in itself and a community hub partnered with a range of local businesses and nonprofits.

Set to open in April of 2016, 11 Howard describes its *raison d'etre* as "conscious hospitality." This begins with the property's design—a collaborative creation between Anda Andrei of Anda Andrei

Design and influential Danish firm Space Copenhagen—then extends to its intuitive, discreet flow of service, which incorporates technology for self-check-in and smart room service delivery. Add to that world-class food and beverage offerings by famed restaurateur Stephen Starr; a dynamic co-working space, the 11H Collective; collaborations with standout contemporary artists, such as Katie Yang, Dan Attoe, and Hiroshi Sugimoto; and involvement with a number of nonprofit organizations and businesses (Global Poverty Project, Conscious Commerce, and others) in an effort to give back to the community and to the world, and you have an unrivaled downtown hub—cool, creative, and always conscious.