



HOSPITALITY AND GAMING

# Bridge the gap between hotel and casino with advanced PMS

Connecting gaming and lodging operations for seamless player and  
guest experiences

# Transform the hotel PMS for modern experiences

In resorts, casino and hospitality operations can be equally crucial to the kind of guest experience that encourages repeat visits and long-term value. As the systems that support these functions are always rapidly evolving, so are guest expectations and demands.

At the same time, the digitalization of guest-facing interactions and back-of-house operations has led to unprecedented volumes of business data in both lodging and gaming. This is both a benefit and a challenge.

With data sources becoming more varied and numerous, getting a sense of cohesion across all systems, revenue centers, and locations has never been more important. That's why operators must look at integrating operations across gaming and lodging. This can create a seamless experience for both guest and staff, while also powering business processes to increase revenues.

This eBook outlines how an advanced hotel property management solution (PMS) should help you bridge the gap between the casino floor and lodging and help your hotel and casino operations adapt to a new era of the hospitality and leisure industry.

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# The new hotel and casino PMS

The hotel PMS needs more than a refresh in a new era of the resort casino industry—it needs a revolution. Today's guests and players expect real-time access at every touchpoint of their stay. This includes complimentary goods and services and other rewards attached to their activities in the casino.

We live in a connected world. Integrating your PMS and every other system driving the player and guest experience and operations with your third-party gaming system is crucial for success. This includes point of sale (POS), sales and catering (S&C), and revenue management tools, among others.

Loyal casino guests are attracted to properties that know their lodging and entertainment preferences, making it even more important to create a seamless experience in every location. Organizations must look to an advanced cloud-based PMS that consolidates those preferences and activities via integrated CRM. That enables hotel and casino organizations to serve specific and timely rewards that build relationships with players and guests.

A robust and connected PMS provides a single source of truth for revenue information and guest profiles. It has the capacity to connect to predictive analytics solutions based on guest data gathered across gaming and lodging systems. This can provide the seamless experience players and guests want. For the organization, it provides a foundation for better decision making and long-term strategies that result in greater profitability. Let's look at some of the specifics of how a modern cloud hotel PMS helps to create synergy.

# How hotel PMS connects to casino operations and systems

The hospitality and gaming industries are moving past the siloed operations of the past to keep up with player and guest expectations. This also establishes efficient, competitive, and profitable results across all locations. Creating an interconnected ecosystem makes the best possible use of valuable business data to achieve those goals. It's not just about the data, but also about smooth and uninterrupted experiences in comfortable and fun environments, with the former informing the latter.

That synergy between casino floor activities and lodging experiences should be managed within the PMS and connected to other operational solutions, too. Once that sense of connectedness is in place, a fully realized and integrated platform helps bring all essential data points together. Players and guests get that vital sense of continuity, while organizations gain a more wholistic picture to stay competitive and profitable.

That touches on a spectrum of areas for a hospitality organization, including:



## **Player tracking**

Recording the gaming activities and histories of players and creating informative profiles to identify them easily between casino and hotel operations and ensure that the guest receives the rewards they've earned.



## **Reservations management**

Coordinating guest room reservations and room assignments and other bookings like meeting spaces and amenities.



## **Financials management/comp accounting**

Connecting lodging information to player rewards and other important data for accurate comping and revenue management.



## **Rooms management and housekeeping**

Creating efficient and agile services to rooms using cloud and mobile technology for the best possible guest experience.



## **Food and beverage**

Enabling room look-up functionality as integrated with restaurants and other F&B points of sale.



## **Property service preferences and amenities**

Track amenity uses, guest preferences, supplies, and other factors relating to guest goods and services.



# Connections in the cloud

Cloud infrastructure and SaaS are designed to give organizations a wider depth of field across all locations for greater operational unity. This isn't just about staying competitive. It's about connecting vital systems like hotel and casino PMS and deploying them across multiple properties to get a more universal view of business data.

When it comes to guest profiles, that helps ensure a vital sense of continuity for all players and guests across all locations. It also helps hospitality and gaming organizations create a better view of how business is doing today, serve guests and players better, and see greater returns.

Equally importantly, cloud technology helps an organization, and all its properties and locations move as a single, more resilient entity. When all properties are a part of a unified, supported ecosystem, that's what gets single locations out of silos and helps teams across the business to focus on the next steps together.

Simultaneously across all locations, cloud deployment and SaaS assures the flexibility of systems to enable:

- Rapid mobile deployment and accessibility for all users—guests and employees
- Business intelligence and reporting
- Automatic software upgrades
- Ease of integration with other vital systems (gaming systems, revenue management, restaurant point of sale, sales and catering, reservations, etc.)

For investigating cloud-based solutions for casinos and hotel organizations, what criteria should create a shortlist for a new PMS?



# Looking for a new PMS—where to start

The digital revolution and sheer volume of relevant data make it imperative to connect hotel property management technology and CRM as it relates to third-party gaming systems integrations. It can be daunting to consider a new property management system for casino hotels that incorporates existing systems and integrations across multiple properties without disruption.

Fortunately, this doesn't mean you have to rebuild systems from the ground up. Industry-specific solutions already exist to help initiate a sense of seamlessness from the casino floor to hotel rooms, amenities, and other areas of the business. Keep these considerations in mind:



**Choose a PMS oriented toward the gaming industry.** Choose a PMS that specifically integrates with gaming systems, centralized player profile management, room planning, reporting and analytics, automated revenue generation, options for room upgrades, add-ons, and more—all enhanced by robust mobile capabilities.



**Look for a secure cloud-based solution.** For web-based and interoperable functionality on Amazon® Web Services (AWS®), for example, to also provide stability and optimum security for all business data and transactional information.



**Keep casino industry accounting and rules in mind.** Look for a PMS that adheres to stringent accounting and reporting rules, which vary by location and jurisdiction.



**Opportunity for data ecosystem review.** A new PMS search helps inform current state of tech stack and processes to guide implementation—comps and other loyalty and incentive programs.



**Find a technology partner who knows the industry.** Seek out a technology partner that knows day-to-day challenges of hotels and casinos, can speak to them with clarity and experience, and can help anticipate industry technology trends.

# A cloud PMS checklist

## The basics for a PMS system to bridge the worlds of gaming and lodging

When it comes to a scalable hotel and casino operations, bridging the gap between the gaming and lodging sides of the business is paramount to success. A true cloud-based property management system will help deliver a great guest experience across casino hotels and resorts through a modern, mobile-friendly platform.

Some essential functionality should include:

- ☐ Player tracking information and retrieval
- ☐ Player comp information that is always synched
- ☐ Player bank and offers information
- ☐ Template setup and comp processing
- ☐ Revenue-generation capabilities—automatic upsells, offers, etc.
- ☐ Consistently integrated and compatible with leading third part gaming software
- ☐ Integrates with other essential solutions—revenue management, restaurant POS, events management, etc.





“ Technology is nothing. What’s important is that you have a faith in people, that they’re basically good and smart, and if you give them tools, they’ll all do wonderful things with them.”

STEVE JOBS

(Rolling Stone Magazine, 1994)

# How cloud PMS empowers casino and hotel staff

The key deliverers of the player and guest experience in hotels and casinos is not the technology, but the people who use it. Experience ambassadors meet players and guests face to face and are present at all points along their lodging journey. The role of technology is to support both sides of that equation—guest and employee alike. This is essential to nurturing relationships to encourage return visits and greater lifetime value.

An integrated technology platform that bridges all aspects of a casino resort stay helps to support employees in a few key areas, including:



## Identifying

repeat players and guests thanks to robust CRM capabilities central to PMS



## Responding

to requests, orders, and incidents in a timely and more proactive way



## Anticipating

preferences and information related to gaming activities as translated into lodging rewards in a more connected and continuous manner



## Prioritizing

tasks with greater visibility to ensure operational efficiency which contributes to comfortable and fun atmospheres in all properties

# What support looks like in the cloud

Empowering people is a primary motivator—giving them the tools they need to do their best work. But this also involves making sure that they can concentrate on the *right* work. The advantage in cloud-based platforms and SaaS is that teams in every capacity can concentrate on core competencies that give meaning and a sense of accomplishment to people's work.

This means that technology support is not the burden it was with on-premises setups in each location. The benefits of partnering with a SaaS provider includes:

- Lower cost of ownership, including maintenance and updates
- Remote monitoring, troubleshooting, and security management by industry leaders like AWS® and its partners
- Regular software updates across all properties, simultaneously
- Easier access to systems and reporting via web browser and mobile
- More scalable processes when adding new locations and new integrations

A partnership via SaaS is just that—a *partnership*, and not simply a purchase of technology solutions off a shelf. When you're engaging with providers, it's important to recognize that not every partner or solution can be defined as "true cloud." Let's look at some of the ways to make sure you're getting a true cloud solution and platform.



# Beware of signs of “cloudwashing”

The proliferation of cloud-based technologies across industries, including hospitality and gaming, have created a flood of solutions. Not all of them are created equal. When you seek out a cloud-based solution for PMS, look for functionality that’s built natively for cloud deployment.

“Cloudwashing” means building cloud capabilities into a system originally developed to run on-premises and will not provide the system functionality needed for operational transformation. Here’s a selected list of some red flags to avoid.

## **No references to multi-tenant deployment**

- A true cloud solution is designed to be deployed across multiple locations in a single implementation. If there are complications with this model in the solution, it may not be true cloud.

## **Non-customizable, labor-intensive solutions**

- Organizations should question the authenticity of solutions that depend on a large portion of in-house IT support and resources to manage integrations, configurations, software upgrades, or other maintenance intensive areas.

## **No mention of SaaS, PaaS, or IaaS**

- Solutions that cannot be deployed and supported using a software as a service (SaaS), platform as a service (PaaS), or infrastructure as a service (IaaS) model aren’t true cloud.

## **Not elastic relative to data usage**

- True cloud solutions are known to be highly adaptable to company data usage and activities. Cloudwashed solutions are not.

## **Not designed to easily scale with company growth**

- Cloud solutions are designed to be adaptable in other ways, allowing organizations to take advantage of economies of scale. If there are no references to this, the solution is not likely to be true cloud.



# Change is good

Bridging gaps. Making connections. Creating excellent, lasting experiences for guests and players, and empowering team members to deliver them. Even in the middle of incredible disruption in the industry in our current era, those goals remain.

The change lies in how to achieve those goals in a new industry paradigm. The right technology and partnerships can lead the way while keeping the changing needs and expectations of people at the forefront of the company vision.

Change can be scary. But ultimately, it's a good thing. This is especially true when the changes you make are aligned with where the industry is going, and how your direction will benefit everyone in the long run.

Ultimately, making necessary and progressive changes is less of a risk when good communications and a spirit of collaboration are central to your efforts. When your vision is defined by unified focus from your organization's smartest minds, choosing the right partners and technology directly advances your growth and evolution.

That is the best of what change can bring.





# Infor is interested in your story

Thank you for reading this resource about how a modern PMS and cloud technology platform bridges the gap between the casino and the hotel. We at Infor hope it was useful.

We understand the casino hospitality industry enough to know that every organization is on a unique journey. We'd like to know more about yours.

- Where are you in your digitalization journey?
- How have you overcome your key challenges over the last year?
- What are some of the objectives you're looking to achieve in the next year and beyond?

**We'd love to know more. Let's talk about next steps.**

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INF-2306133-en-US-0422-2