



Screenplify

CASE STUDY:

Screenplify for Hospitality, Hatten Hotel Melaka replaces old solution with Screenplify



CHALLENGE

Hatten Hotel Melaka is a popular hotel in Melaka due to its strategic location. It is conveniently situated right in the heart of the city, surrounded by UNESCO-listed sites as well as major shopping centers and businesses. It is sited above Hatten Square (shopping mall) and is linked to Dataran Pahlawan Megamall. The numerous attractions close to Hatten Melaka includes Jonker Street, A'Famosa, Stadthuys, Flor de la Mar Maritime Museum and Baba & Nonya Heritage.

Given its strategic location, Hatten Hotel Melaka is packed with guests and is favourite spot for banquets, conferences and meetings. Function rooms and ballrooms are often rented out for such purposes.

BEFORE SCREENPLIFY

The challenge is that Hatten's old digital signage system was running on proprietary system that is expensive to maintain and difficult to update and manage.

With the intention of improving guest communication through the hotel, Hatten understands that a digital



"With Screenplify, work became more streamlined, updating content is a breeze. Straight forward usage as its cloud based, easy to navigate through. Emphasis on the high availability and the excellent support. "

EUGENE CHAN
IT MANAGER, HATTEN HOTEL MELAKA



signage system must be user-friendly and reliable. Ideally, content updating should be delegated to the relevant department and not centrally controlled. However, using the old system, it is difficult to accomplish because it was just too complex.

Hence, the screens showed same content regardless of location which could make its content less relevant. In room TVs did not display any message from the hotels except subscribed TV channels.

SOLUTION

Screenplify solution is cloud-based and allows easy access to create, manage and upload content onto the screens. Furthermore different screens can be configured such that they display separate messages or content, separately managed by the respective department. As the system is very user-friendly, non-technical front-desk staffs are now able to very quickly learn the system, and update the content themselves. Different screens at different locations can serve different content and this can be done easily.

Additionally, Screenplify, using Intel NUC interfaced with hotel's TV modulator system allows in-room channels to display information on Hotel restaurant specials, amenities and other hotel services as a means of advertising. This has helped Hatten to reach its guests directly and in turn increases business for hotel services and F&B outlet and facilities usage.



Intel NUC



Intel Compute Stick