



# PMS Integration

WITH THE REVENUE EXTRACTION GATEWAY

**rg**Nets

Hospitality property management systems (PMS) are essential to the successful, streamlined operation of your brand's properties. Each component in a well-designed and properly implemented property management system is individually critical to the property's success; combined, these components form an invaluable suite of tools without which the property could not operate efficiently. Whether it be guest booking services, front desk operations, housekeeping management, operations and maintenance coordination, or billing and accounting processes, the PMS is a vital nerve center of the well-managed hospitality institution.

Effective property management forms the basis for the most important aspect of your hospitality business - guest satisfaction. Proper PMS utilization ensures that all of the complex and challenging aspects of running a top-tier property are completely transparent to your guests, enabling your staff to do what they do best: focus on delivering peerless guest experiences.

### Disparate Systems Must Be Integrated

The majority of properties, however, must deploy a number of additional service platforms to achieve this level of efficiency and transparency. Working in conjunction with the PMS, systems such as payment processing, entertainment delivery and control systems, electronic room access and security, conference systems - and much more - rely on certain shared guest, reservation, or property data held by the PMS.

Without proper integration between these disparate but essential hotel systems and your PMS, staff is faced with the cumbersome task of handling data multiple times, in multiple platforms, leading to inefficiencies and potentially significant errors. Errors that can adversely affect the guest experience, as well as the financial performance of the property.

With proper integration - and additional integration with property-wide wired and wireless network access - you can effectively supercharge the delivery of services personalized to each guest's needs, wherever they may be on-site.

### Critical Systems Working in Concert Property-Wide

The rXg is a multi-services hospitality workhorse that provides, with simple configuration, the seamless integration of these critical systems. The rXg operates as the centralized conductor of your property's tech stack, from the backend systems to the wired and wireless network infrastructure. This deep integration enables your entire stack to securely deliver personalized marketing, loyalty, reservation and payment services to your guests wherever they roam. Through an intuitive and easy to use interface, the rXg can be easily configured and customized to the level desired by the lodging brand operator.

Utilizing PMS-integrated eDPSK and 802.1x, guests are immediately placed into a micro-segmented VLAN/PAN upon authentication; using the same pre-shared key, guests can simply onboard all of their devices, and each will be







automatically bound to the guest room VLAN/PAN. This secure micro-segmented virtual room surrounds each device as the guest moves property-wide, enabling a personalized in-room experience everywhere with network connectivity. Operators can customize this virtual room as they see fit, offering custom branded splash page content, adding in-room casting support, provisioning wired Ethernet ports via RADIUS, and enabling guest device control of smart room IoT infrastructure.

The rXg integration with PMS enables operators to deliver any number of services designed to provide revenue opportunities, enhance the guest experience and increase brand loyalty. A guest can be presented with an option for free internet connectivity, or a more robust tier for a fee or loyalty-program enrollment. A loyal brand customer may be offered a discounted amenity or an opportunity to reserve an exclusive property for a future stay. A group meeting lead can purchase and provision enhanced network services and order catering from their connected tablet. A PMS-connected point of sale device can allow guests to use their log in credentials to make purchases in a retail location onsite. The guests can simply and securely select these options and the charges will automatically be added to their portfolio, no additional payment processing needed.

With deep PMS integration, these guest choices and actions can be injected by the PMS in order to further develop guest profiles with greater detail and granularity; in turn, this detail can further enhance guest experience during further brand engagement.

The rXg comes pre-configured with API connectivity to a wide array of leading PMS software suites, and new integrations are consistently in development.

## Conclusion

Proper integration of PMS, payment, security, entertainment, and other critical systems can significantly increase the efficiency and profitability of your hospitality property. Delivering a multitude of personalized services to your guests property-wide can build increased guest satisfaction and brand loyalty. The rXg is the only multi-services gateway that can offer this level of integration of critical systems coupled with a secure and robust wired and wireless network experience for guests and staff.





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