Breezy Enterprise and Public Print
Secure Mobile Printing for the Hospitality Industry

It's no industry secret that smartphones and tablets are becoming more popular by the day. Recent statistics reveal that there are more people that buy their first smartphones than are born every day[1]. In other words, growth of smartphones significantly outstrips growth in population. This growth is seen by both iPhone and Android individually, leaving little room for doubt that these devices are becoming pervasive in our society.

The implications of mobility for the hospitality industry are very clear: people's interactions with their phones, tablets and laptops need to be accommodated. Hotels primarily respond by providing wireless Internet access or Wi-Fi, which has become a source of additional income for some of the hotels. Many hotels also provide a full business center with printing capabilities – but with the growth of tablets and smartphones, customers are increasingly demanding printing capabilities from the convenience of their own room on a platform of their own choosing.

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[1] http://thenextweb.com/apple/2012/01/25/...more-iphones-sold-than-babies-born-in-the-world-every-day/

Growth of Need for Wireless in Hotels

A survey done by USA Today, one of the primary sources of news consumption in the travel industry, has reported that hotel guests want Wi-Fi over everything else.[2] The survey polled 450 participants and below are some of the relevant data that was revealed:

- 38% said that free Wi-Fi was a must for their hotel choice
- 35% said that it's the single amenity that they want to see more of at a hotel
- 31% said that they want it to become a standard amenity at hotels

Other sources confirm USA Today's findings: for example, a survey done by the research firm Synovate, which polled 6300 people across 10 countries, revealed that 47% of the respondents said that they will not book a room at a hotel that fails to meet their technology needs.[3]

Yet another survey indicated that 23% of guests said that their favorite modern in-room amenity was being able to use an iPad.[4] Considering that there were 52.4 million US tablet owners at the end of 2012, this is a very significant number. Produced by comScore and commissioned by Expedia Media Solutions, the report contains several more interesting numbers about travel bookings through mobile.

Suffice it to say, the hospitality industry absolutely must position itself to cater to these clients, with business travelers demanding even more technological amenities than tourists. The advent of mobile hotel bookings and increasing competition for business travelers presents a strong that hotels have to keep up with the printing needs of the travelers at the convenience of their rooms.
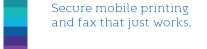
Breezy's Public Print Solution

Breezy enables hospitality providers to mobile-enable both sides of their "house" with the ability for staff and guests to securely print from their mobile devices. Business service providers, IT administrators and users will be delighted by the experience.

Staff can be provided secure mobile access to "Back of House" printers across all locations, while guests can enjoy the convenience of mobile access to "Front of House" designated public printers.

Guests use the GPS map function within the Breezy app to automatically locate your dedicated public printers nearest them as part of the Breezy Partner Network of public printers and then they simply and securely send the print job to that printer via the Breezy App.

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[2] http://travel.usatoday.com/...hotels-guests-want-wifi-over-everything-else
[3] http://travel.nytimes.com/2009/05/10/travel/10pracwifi.html
[4] http://www.advertising.expedia.com/en-us/about-ems/press-room/NewsletterPDFs/PhoCusWright-2012.pdf

With thousands of locations worldwide and strategic partnerships, there is a good chance that Breezy has a public printing location nearby.

Solving Problems

Breezy's Public Print solution solves problems for hotels and their guests:

- **Convenience for guests:** Breezy makes it easier than ever for guests to print, leaving them satisfied and helping develop loyal customers.

- **Hotel stays in control:** Hotels can set printing hours and control which printers can be accessible.

- **Feature to attract travellers:** With travellers demanding services, Breezy can be an additional source of revenue as well as a meaningful differentiator.

- **Print is going mobile:** Gartner predicts that 90% of the Fortune 1000 will implement mobile printing by 2015, making mobile printing an expectation.

- **Device compatibility:** Breezy supports smartphones and tablets on iOS, Android and Blackberry platforms, which constitutes most of the current US mobile users

Breezy Puts You in Control

The Breezy dashboard makes it very easy to control everything, giving the hotel owners as well as Managed Print Service providers meaningful control and transparency.

The images below serve as an example of the flexibility and reporting that Breezy provides:

Document Name	Status	Release Code	User	Printer Name	Submitted
Clipboard Contents - March 19 2 07 PM.pdf	Completed	212174	jamesprod1@jamgraham.com	Four Points Emeryville	03/19/2013
Clipboard Contents - March 19 11 52 AM.pdf	Completed	7283B60	sarun@breezy.com	FedEx Office	03/19/2013
Clipboard Contents - March 19 11 48 AM.pdf	Completed	826C583	sarun@breezy.com	FedEx Office	03/19/2013
Clipboard Contents - March 19 11 09 AM.pdf	Completed	79C65E0	sarun@breezy.com	FedEx Office	03/19/2013
Clipboard Contents - March 19 11 05 AM.pdf	Completed	7E35692	sarun@breezy.com	FedEx Office	03/19/2013
Clipboard Contents - March 18 11 48 PM.pdf	Completed	7B46A30	jamesprod1@jamgraham.com	FedEx Office	03/19/2013
Clipboard Contents - March 18 6 51 PM.pdf	Completed	B0FF15C	sarun@breezy.com	FedEx Office	03/19/2013
Clipboard Contents - March 18 6 35 PM.pdf	Completed	665E12F	sarun@breezy.com	FedEx Office	03/19/2013
CV_SarunPinyarat_ENG.pdf	Completed		sarun@breezy.com	Test 1	03/18/2013
Transcript_SP.jpg	Completed		sarun@breezy.com	Test 1	03/18/2013

A screenshot of the print history

Available	Printer Name	Nick Name	Email	Actions
☑	Xerox D95 Copier-Printer PS			⚙
☑	Xerox 4112 PS New			⚙
☑	Send To OneNote 2010			⚙
☑	PrimoPDF			⚙
☑	Nitro PDF Creator (Reader)			⚙
☑	Microsoft XPS Document Writer			⚙
☑	HP LaserJet 4100 Series PCL6			⚙
☑	Fax			⚙
☑	Epson Stylus Pro 9700			⚙
☑	Brother HL-2030 series (Copy 1)			⚙
Available	Printer Name	Nick Name	Email	Actions

Showing 1 to 10 of 11 entries

← 1 2 →

Easily see all the connected printers and choose which ones to advertise

Deploying Breezy at Your Location

Breezy is committed to making life easy for customers as well as the IT/ MPS teams involved. Breezy works with **all** printers, requires no special hardware, and takes under an hour to setup. This means that there is absolutely no need to buy any expensive new Airprint-enabled printers.

Once you are an authorized reseller or a public location, you can install the Breezy Enterprise Connector (different from the private connector) on a printer server or a Windows PC. The Connector system requirements are minimal. Due to the lightweight Breezy MSI, Breezy supports

Secure mobile printing
and fax that just works.

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most systems allowing use of the current print servers or networked PCs. On installation, Breezy detects all the printers associated with the computer/server and gives the administrator the ability to advertise the printers of their choice along with the location of the printer. These functions can be easily customized through the online dashboard. Breezy supports installation on any number of systems, and has no limit on the number of printers supported per account.

Breezy is a comprehensive, simple solution for the modern hospitality industry.