

# Positioning Your Hospitality Business for the Next Disruption



**By now, leaders in the hospitality industry should know several things quite well:**

- **Disruption is inevitable.**
- **Disruption can take many unprecedented forms.**
- **Disruption doesn't have to mean the death of a business.**

In an uncertain world, it's always the right time to look ahead and consider how to prepare and position your hospitality business for the next disruption. With a little foresight and planning, disruption can be more manageable and result in less impact to the customer experience.

**Below are four key ways to position your hospitality business for the next disruption — whether it's a building emergency, a global health crisis or an industry-changing technology.**

**1 Start replacing premise systems with cloud solutions:** While premise solutions offer a kind of tangible security given their onsite presence, cloud solutions offer better overall security against a host of disruptions. With cloud solutions, data is stored offsite, and mobile twinning options allow employees to take a call from anywhere without disruption—even if the building is inaccessible.

In addition, cloud technology is more flexible and adaptable to new technologies and applications, giving hospitality businesses the ability to remain on the leading edge of guest-centered advancements. Software updates automatically, and apps can be integrated or changed with a phone call to the solution provider.

If replacing premise systems with cloud solutions all at once isn't feasible, a gradual approach is possible. Start by prioritizing systems and look for solutions that might offer hybrid options to allow for a more gradual transition. Allstream®'s hybrid cloud communication solution, for example, offers the ability to reuse an existing analog investment while realizing the advantages of cloud technology.

**2 Get costs under control:** Hospitality businesses tend to approach large improvement projects as capital expenses (CapEx). However, when it comes to a communication solution, it might be more advisable to look at an operating expense (OpEx) approach.

Cloud communication solutions are priced under an OpEx model, giving businesses a better view of monthly expenses for the length of a contract. Knowing monthly communication expenses for the next several years can help companies plan to use capital funds for other necessary projects—or even save that money as a hedge against economic disruption.

**3 Future-proof your investment:** With the rapid pace of innovation, it can be tough to really future-proof a technology investment—especially a premise solution. But future-proofing can be an important hedge against disruption. If a technology solution is close to its end of life when disruption hits, the funds may not be available to replace it, or it may not be adequate to adapt to a new innovation.

Cloud solutions tend to be more future-proof than premise solutions because they are continuously updated behind the scenes. Companies can have peace of mind knowing that their communication solution is ready to adapt at a moment's notice—no matter what the disruption looks like.

**4 Improve social reputation:** Hospitality businesses live or die on their reputations, and in an Internet age, those reputations and ratings are more public than ever. Guests increasingly post ratings and reviews immediately, and when that feedback is negative, it can greatly damage reputation and daily rate.

Cloud communications allow businesses to take control of their social reputation. With tools that allow greater interaction between guests and customer service representatives, hospitality businesses can make corrections quickly and efficiently.

Disruption can be unsettling, but it doesn't have to mean inevitable business closure. By positioning your hospitality business for the next disruption now, you'll be ready for whatever the future brings.

**Allstream has the right solutions to help you position your hospitality business for the future.**

**To learn more, contact us.**

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