

WAP-based accommodation reservation for Scandic Hotel's most frequent guests



Scandic Hotels is the first hotel chain in the world to offer their guests the opportunity to access services via a WAP-enabled phone. In addition to accommodation reservation opportunities, customers can receive news, special offers and other relevant information. The service is enabled by a Nokia WAP solution comprising the Nokia Activ Server, mobile phones and consulting services.

The travel industry is one of the world's fastest growing business sectors. As travel increases, so does the demand for hospitality services, hotel accommodations, conference facilities and choice restaurants.

Headquartered in Stockholm, Scandic Hotels is the leading hotel company in the Nordic region. Since establishing its first hotel in 1963, Scandic Hotels has since grown to over 6,600 employees with more than 150 hotels in 10 countries and a turnover of SEK 5.3 billion (1999).

As traveling increases, so too does the requirement to remain connected and perform tasks while traveling, regardless of time and place. Scandic

Hotels is the first hotel chain in the world to address this demand to offer its guests the flexibility of being able to make travel arrangements and hotel reservations via the mobile Internet - using a WAP-enabled mobile phone.

In October 1999, Scandic Hotels decided that 370,000 regular guests all over Europe would be offered a package containing both a WAP-enabled phone and a number of services. Scandic Hotels officially launched their mobile Internet service on 21st January 2000 in cooperation with Adera, Geab, Nokia and Nocom.

Reservations, cancellations, changes, room availability, special offers and news services are but a few of the



services that currently make up Scandic Hotels' mobile Internet offering. Over time, the solution will be complemented with other services considered to be of interest to Scandic Hotels' customers.



In order to meet the demands for scalability, security and operator independence, Scandic Hotels chose Nokia's platform. Together with Adera and Nocom, Nokia delivered a complete solution including a WAP server, software, system integration and mobile handsets.

The aim was to create one of the world's most functional and user-friendly WAP service with customer benefit driving development from the outset.

Travelers – a natural target group for WAP

"It felt quite natural to develop a WAP service for our regular customers" says Gunnar Brandberg, Marketing Director of Scandic Hotels. "The mobile handset is often the hub for working while travelling and the WAP technology simplifies much of the administration around reservations. Both for the customers and for ourselves."

On-line, WAP-enabled reservations with Scandic Hotels provide true customer benefit, one of the requirements in the specification was that the person reserving a hotel room would also receive confirmation via SMS (Short Messaging Service). The guest making or changing a reservation via an ordinary telephone call often feels uncertain that all the details are correct. Through the WAP-enabled reservation, the customers receive their confirmation 'in black and white'.

An automated reservation system also guarantees immediate assistance – one no longer has to wait on hold while the hospitality associate attends to other customers. Availability, 24 x 7 access, and independence of time and place are key benefits behind the implementation of the mobile Internet.

In addition to the reservation opportunities, a number of additional services relating to the operation of Scandic Hotels is included. Scandic Hotels will now be able to reach its customers through a completely new channel: Information can be proactively supplied to customers, instead of just being presented when the customer makes an enquiry. To begin with, information about offers or news can be provided, but the platform is also open for the addition of more services designed to make life easier for the traveler.

Nokia and Nocom were natural partners for Scandic Hotels, thanks to their expertise in WAP. Nocom considers Nokia's WAP solution to be the best and most secure on the market. The security is achieved by WAP Direct using A and B number controls together with the configuration of the mobile handset.

For the service to function properly, those who wish to use it must grant Scandic Hotels the right to register them as user and they must be able to receive SMS messages from Scandic. The facility for sending SMS messages is built into the Nokia solution.

Nokia helps customers to leverage services and revenue growth in fast growing mobile environment

WAP-based technology enables the design of advanced, interactive and real-time mobile services such as mobile banking and Internet-based news services which can be used in WAP-enabled handsets or other mobile devices. The WAP specification allows solutions from multiple suppliers to perform consistently and reliably for the end-user.

The Nokia Activ Server is the world's most recognized WAP platform targeted for the corporate market and transforms a static website into a powerful, real-time business and marketing tool. It connects WAP-enabled mobile handsets to content and services hosted by Internet or Intranet servers securely and cost-effectively. These may include e-mail, schedules, directories, contact databases as well as business specific applications.



For further information on Nokia WAP solutions visit
www.nokia.com/corporate/wap

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