SAFE
HOSPITALITY

AN ALL- INCLUSIVE APPROACH TO SAFETY AND COLLABORATION

MOTOROLA SOLUTIONS

CREATING SAFE HOSPITALITY

In the hospitality industry, exceeding guests' expectations with exceptional customer service is job number one. Yet, in today's world, customer experience begins with safety. We envision a world where technology works seamlessly together to combine intelligent awareness technology with fast, seamless communication to enable not only safety but also efficiency, from arrival to check out. We call this vision – Safety Reimagined.

At Motorola Solutions, we've made this vision a reality by building a unified and connected technology ecosystem that integrates critical communications, video security, data and analytics and is built on one common operating platform – giving hospitality enterprises the systems they need to detect, analyze, communicate and respond to unfolding incidents or threats.

With so many factors to consider from providing the ultimate guest experience, to growing revenue and encouraging repeat customers, hospitality enterprises need a technology ecosystem that provides actionable intelligence and team-specific applications that help automate security, monitor tasks and streamline operational processes.

These intelligence-driven technologies not only help ensure guest and worker safety, but also improve productivity, deliver efficiency, and enhance communication across all teams. All of which are critical to an expectational customer experience.

LMR
MISSION-CRITICAL
COMMUNICATIONS

SAFE
HOSPITALITY

VIDEO
SECURITY &
ACCESS CONTROL

COMMAND
CENTER
SOFTWARE

MANAGED &
SUPPORT SERVICES

DETECT   ANALYZE   COMMUNICATE   RESPOND
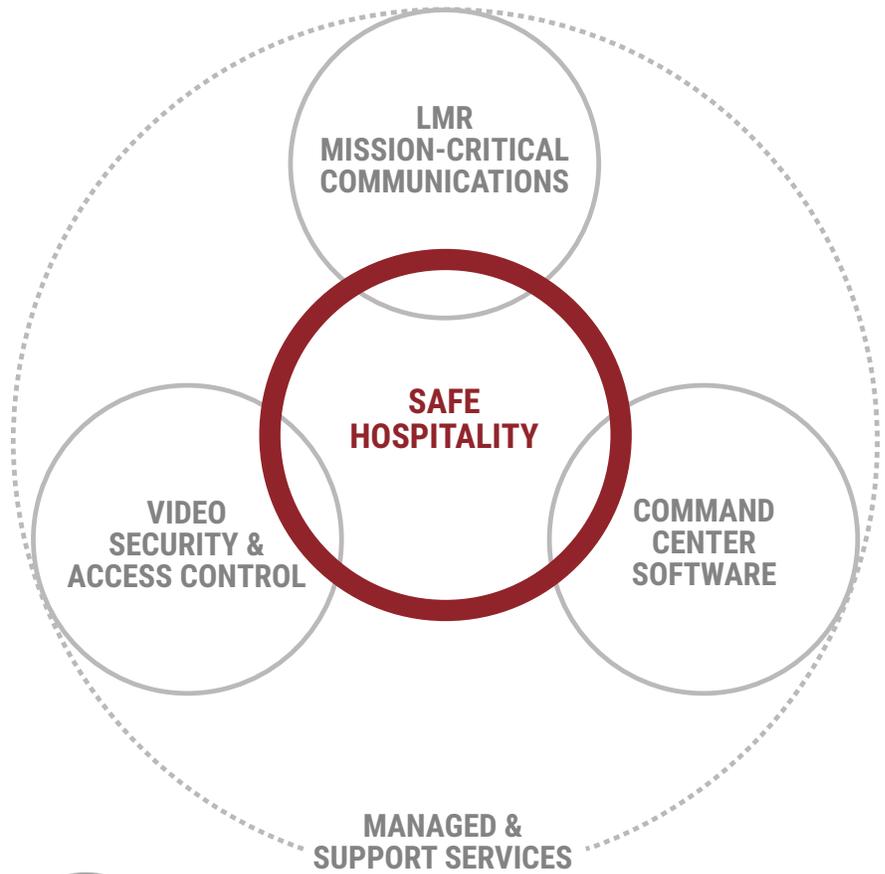
EXAMPLE USE CASE: DISRUPTIVE GUEST

Our Safe Hospitality integrated ecosystem allows you to address everyday disruptions as well as emerging situations through the four pillars — Detect, Analyze, Communicate and Respond.

We will explore how these pillars work together to address your facility's challenges through the example of responding to a disruptive guest.

DETECT

Overseeing the widespread and diverse areas of your venue while maintaining a safe environment for your employees and guests can be a challenge. From controlling multiple points of entry, monitoring staff safety to securing and monitoring restricted areas, detection plays a critical role in improving situational awareness and decreasing response times to potential issues and operational problems. Integrated video security uses artificial intelligence to create high visibility across your property all in one view. Access control provides entry management, immediate lockdown capabilities and push notifications to devices. Ensure all personnel — across multiple teams and devices — are automatically informed of critical information simultaneously and automatically when a situation is detected. All of this comes together to provide you with better insights — so you can focus on enhancing your guests' experience.

DETECTION OUTCOMES

Secure Sensitive Areas of Your Facility

Monitor and secure restricted areas using access control and video analytics technologies. Receive instant notifications via text message and text-to-voice alerts on radios, smartphones or any device of choice of an access point breach.

Maintain Proactive Awareness for Suspicious Activity

Enhance visibility across vast areas like parking lots and corridors using our wide-view cameras combined with video analytics technology allowing for a holistic view for any unusual movement such as vehicles driving the wrong direction or loitering.

Be Alerted on Who is Coming In and Out of Your Facility

Set an inner perimeter, identifying license plates of interest based on a secure, controlled watch list created and maintained by authorized users within your security team. Expand the power of this capability to detect specific people of interest with the optional inclusion of facial recognition technology.

Get Visibility into Escalating Situations

Protect your staff members and guests from interactions with disruptive individuals. Body-worn cameras automatically begin capturing footage of escalated situations when the duress button on radios are pressed. Alerts are consequently sent to appropriate staff directly on their radios and in the command center when body-worn cameras are activated.

FEATURED TECHNOLOGY

ACCESS CONTROL

Manage access to different buildings or restricted areas within your facilities using a role-based system with instant detection of individuals at access points and camera-based verifications.

VIDEO SECURITY AND ANALYTICS

Deter threats and enhance visibility across your facilities with specialized wide-view cameras for every location — such as fisheye cameras for secure areas, multi-sensor for corridors, pan-tilt-zoom for parking lots and ballrooms. Ensure situational awareness is always maintained by sending instant notifications of these analytics to the appropriate individuals on the device of their choice from radios to smartphones and more.

DISRUPTIVE GUEST - DETECT

DISRUPTIVE GUEST REPORTED

A staff member interacts with a disruptive individual with the potential to pose a risk and activates their body-worn camera to begin recording. An alert is automatically sent to appropriate staff directly on their radios and in the command center.

RECEPTION

ANALYZE

You're responsible for monitoring a large venue – or even multiple sites – filled with employees, secure areas, vast spaces, and highly saturated areas of hundreds and sometimes thousands of guests at a time. Identifying unwanted individuals, tracking persons of interest, locating nearest resources and containing escalating situations in this environment is a demanding task. Appearance Search capabilities quickly and seamlessly explore video footage to identify persons or vehicles of interest across your venue or parking lot. Video analytics detect potentially suspicious or potentially dangerous activity, providing real-time insights into facility-wide movements. The Focus of Attention interface quickly brings your attention to areas of video security interest, increasing efficiency and improving response time when evaluating a situation. Ultimately, these solutions and insights are crucial to cutting through the noise, proactively locating points of interest and recognizing which events are important — so you can have eyes on the scene to evaluate and determine the best response possible and with greater confidence.

ANALYTIC OUTCOMES

Track and Locate Persons of Interest in Real Time

Pin-point the location of specific individuals within your property to respond to or prevent potential incidents. Using video analytics, security teams can respond quicker to a reported lost child by using their appearance, shoes or clothing as an identifying characteristic to begin an area search. Prevent potential escalations by automatically populating relevant cameras if an intruder is identified on your facility and monitor their path of trajectory.

Actively Monitor the Location of Response Resources

Determine your closest resources to an incident for the most efficient and timely response. Whether your guests have requested room service, need security personnel, or an emergency is taking place, leveraging the mapping of the real-time GPS location of devices and people can enable your staff to increase their efficiency and promptly respond to any situation at hand.

Quickly Evaluate a Situation on a Single View

Save seconds and have the full story by populating all nearby cameras to an incident with a single click and view all available intelligence aggregated onto a single screen.

FEATURED TECHNOLOGY

APPEARANCE SEARCH

Find who you are looking for faster with video search that can be initiated by selecting specific physical descriptions such as hair or clothing color, gender, age category or vehicle type and color.

COMMANDCENTRAL AWARE ENTERPRISE

Determine your closest resources to an incident for the most efficient and timely response. Whether your guests have requested room service, need security personnel, or an emergency is taking place, leveraging the mapping of the real-time GPS location of devices and people can enable your staff to increase their efficiency and promptly respond to any situation at hand.

DISRUPTIVE GUEST - ANALYZE

SITUATIONAL INTELLIGENCE GATHERED

The operational command center receives the alert and all relevant camera feeds are populated and body worn camera footage is live streamed. Other nearby security resource locations are identified.

RECEPTION

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COMMUNICATE

Whether you are a front-desk attendant needing to routinely communicate across various teams, security on the casino floor, or a response team dealing with a medical emergency of a guest, clear and timely communication is key to keeping your teams connected and informed. Radio communications instantly and reliably connects security, response teams, waiters, house-keeping, parking attendants, concierge and local first responders when needed. Broadband push-to-talk with multimedia capabilities extends your reach by enabling voice and data information to be shared across devices to those in other sister-facilities or off-site. Mass notification capabilities make it easy to notify and share information with your entire organization at a moment's notice. Connectivity — across devices, networks and locations — is an important part of ensuring you and your entire team are aware and informed at all times.

COMMUNICATION OUTCOMES

Instantly Share Information Across Multiple Teams or Venues
Distribute intelligence across multiple devices and facilities for seamless communication no matter where your staff is located. Images of unwanted or disruptive individuals can be shared with a press of a button for an efficient response from your security teams and operations to intercept potential escalations.

Broadcast Mass Notification Alerts to Relevant Staff
Notify and enable your staff at a moment's notice with automated alerts sent via text, email or voice message from laptops or smartphones. Send images of a lost child or disruptive guest across multiple groups and teams to provide your staff with the most up-to-date information.

Manage and Access All Communications From a Single View
Save seconds and have the full story by populating all nearby cameras to an incident with a single click and view all available intelligence aggregated onto a single screen.

Transmit Multi-Media Intelligence
Live video and intelligence can be shared with security staff monitoring building entrances to intercept individuals and prevent them from entering the facility. Share images of disruptive or unwanted individuals across your staff and security teams to ensure a seamless share of relevant information over a privately owned broadband network.

FEATURED TECHNOLOGY

MOTOTRBO RADIOS
MOTOTRBO Ion brings together renowned PTT performance, an open app ecosystem on the Android platform, and access to the Motorola Solutions technology ecosystem — including video security and analytics, and best-in-class network security. With Ion, teams stay connected across networks and devices. Business-critical data and workflows are unified and simplified. And the capabilities your workforce needs to be at their best are always on. An intuitive touchscreen lets you view high resolution images, and an integrated camera lets you send — even stream — photos and videos.

WAVE PTX/TLK
Share voice and data without boundaries, enabling smart phones with push-to-talk capabilities enhanced with the ability to push details via text, photo, video or file attachment to smartphones, tablets, laptops and even land-lines.

DISRUPTIVE GUEST - COMMUNICATE

SECURITY STAFF ENGAGED
Security teams are dispatched to the situation and receive intelligence including an image of the disruptive guest prior to their arrival on scene.

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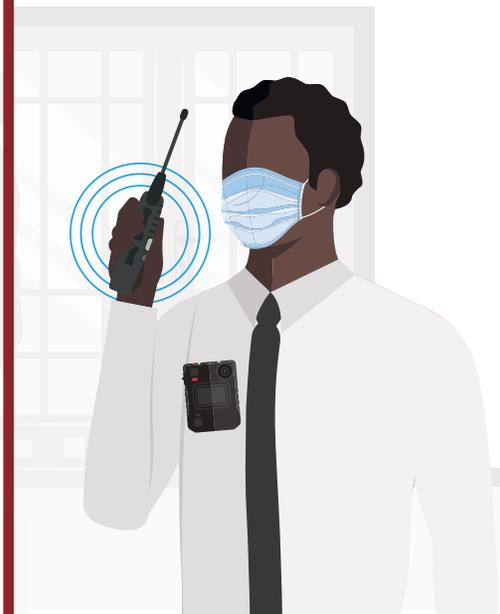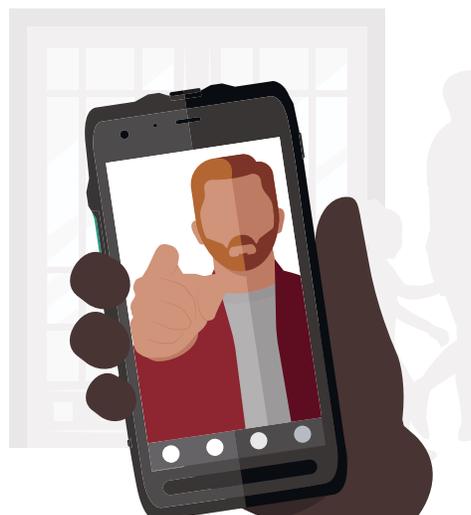
RESPOND

Whether it's an everyday incident or an emergency situation, your response teams and facility personnel need to communicate with each other to coordinate a response in the most efficient way possible. Being ready and aware is critical to ensuring your team can quickly respond to whatever situations may arise. Your guests' experience will be enhanced when your valued employees are equipped with the right tools for maintaining efficiency as well as a sense of security among your staff. Dynamic interoperability makes it easy to directly share data with public safety response team personnel in real-time, enhancing situational awareness. Incident management streamlines the logging of incident reports and makes it easy to associate multimedia with incident reports and inform future decision-making for the safety of your security teams, employees and guest safety. Enabling rapid response and documenting past incidents can be the key to preventing incidents from becoming tragedies and bringing unwanted publicity to your facility.

RESPONSE OUTCOMES

Dynamic Communication with Public Safety
Optimize response times to situations and incidents that require additional emergency response resources. Proactively engage directly with public safety using radio networks to share situational and location intelligence updates before their arrival on scene. Compile and deliver video footage to law enforcement teams for future incident prevention.

Provide Critical Incident Insights
Provide critical incident insights and eyes-on-the-scene with real-time video from your command center to staff in the field. Updates are communicated directly with relevant staff and teams on their devices of choice to ensure the safety of your teams while they respond to everyday incidents and emergency situations.

Document Incidents for Future Prevention
Save time with automatic population of incident data for efficient reporting and documentation. All relevant information and video captured is securely and seamlessly stored and documented and can be shared with security teams, sister facilities or public safety.

Increase Workforce Efficiency
Achieve a seamless flow of communication and information across teams with two-way radio communications. Whether security needs to respond to a theft, or a guest requires additional amenities - equipping your staff with the appropriate tools for an efficient response is critical.
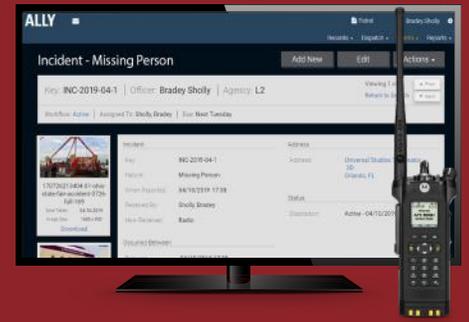
FEATURED TECHNOLOGY

ALLY
Streamline end-to-end incident and records management with customizable record fields and multimedia attachments, all accessible from web-enabled devices.

CRITICAL CONNECT
Easily enable and disable dynamic, seamless and secure temporary communication links between networks with interoperability between response teams and on-site staff, and even with local first responders.

DISRUPTIVE GUEST - RESPOND

SITUATION CONTAINED AND MITIGATED
Security confronts the individual to escort them off the premises. An incident report is then securely documented with all relevant information and a description of the disruptor is seamlessly shared with other nearby facilities.

SOLUTION BRIEF | SAFE HOSPITALITY

AUTOMATE WORKFLOWS. CONFIGURE YOUR TECHNOLOGY. ELEVATE THE GUEST EXPERIENCE

Time is precious. And managing the communications, video and software that comprise your security and operations technology ecosystem can be a time-consuming, challenging task. What if there was a way for you to focus on what matters most, and automate the rest? That's why we created Orchestrate. It's a simple, user-friendly and cloud-based interface tool that gives administrators the ability to configure and automate workflows that control their integrated security technology ecosystem. These intelligent, automated workflows also enhance efficiency as well as improve response times, effectiveness and overall personnel safety. It equips your security network operations teams with the capabilities they need to detect triggers across a number of installed devices and quickly take actions to reduce risk of breaches and downtime by automatically alerting the appropriate teams and executing the proper procedure. Orchestrate makes managing your day-to-day operations effortless by providing a self-service workflow management tool at your fingertips.

KEY FEATURES
Complex Workflows, Simplified.

Our business workflow automation solution, Orchestrate, is designed for your unique ecosystem. It allows you to integrate individual processes, fully manage and optimize workflows, and deliver a consistent response every time. The number and complexity of workflows can scale to meet the needs of your operations. Because Orchestrate is a secure, cloud-based, cross-technology platform, users can access and build customized solutions from anywhere, at any time.

AUTOMATION
Let Intelligent Workflows Do the Work.

Your organization is being continually challenged to do more with less — and to do it quickly, efficiently and cost-effectively — all while protecting people's safety. When you are able to immediately recognize and respond to threats and unexpected events, you are able to focus on the work at hand. Ensuring nothing is missed. From simple machine-assisted decision-making to complex workgroup action and event management, Orchestrate empowers you to address the unique challenges of your operation, automatically. All so you can keep your focus on what matters most.

EMPOWER YOUR OPERATIONS
Address the unique challenges of your operation, automatically.

| **AUTOMATE WORKFLOWS**	**IDENTIFY BOTTLENECKS**	**BOOST PRODUCTIVITY**	**INCREASE FOCUS**	**IMPROVE TRANSPARENCY**
Expand reach	Minimize inefficiencies	Reduce manual effort	Focus on high value activities	Track status at every stage

HOW ORCHESTRATE WORKS
Self-service workflow creation.

Administrators can create rule-based, automated workflows between their technology sleeves to enhance efficiency as well as improve response times, effectiveness and overall safety.
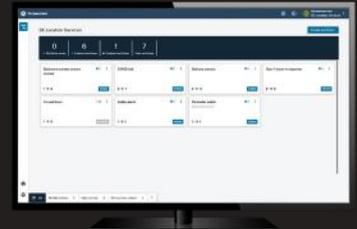
EXPLORE
Easily scale operational views for effective workflow management

DEFINE
Establish business logic with a simple-to-use, graphical interface

CONFIGURE
Create automated workflows for machine-assisted decision-making
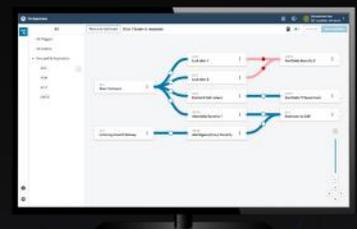
ACTIVATE
Leverage analytics to trigger conditional logic, thereby alerting and informing relevant teams

CHECK-OUT YOUR FULL SUITE OF COMMUNICATION OPTIONS

For the safest, most efficient operations and the best outcomes, employees need technology that is intuitive to use, integrates with ease, automates manual steps and allows them to focus on the tasks or events that matter most. They also need technology that has their backs, ensuring that the facts of a situation, from slips and falls, to injuries on the job, to reported theft, assault, or other crimes are supported by hard evidence.

With the Motorola Solutions full technology ecosystem, radio and broadband communications interoperate, software solutions are integrated from end-to-end, notifications are pushed across various devices, and video is captured and analyzed with insights intelligently shared via radios and other devices. This means, your staff is enabled to do more with less during times when your facility is experiencing resource shortages.

Now, that same suite of technology that helps keep hospitality workers and guests stay safe, increases staff productivity and morale, can also assure your venue is providing the ultimate experience for your guests. That's safety reimagined.

96%
of hospitality facilities are experiencing staffing shortages*

*Via CGA Hospitality Survey

Learn more at:
motorolasolutions.com/safehospitality

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