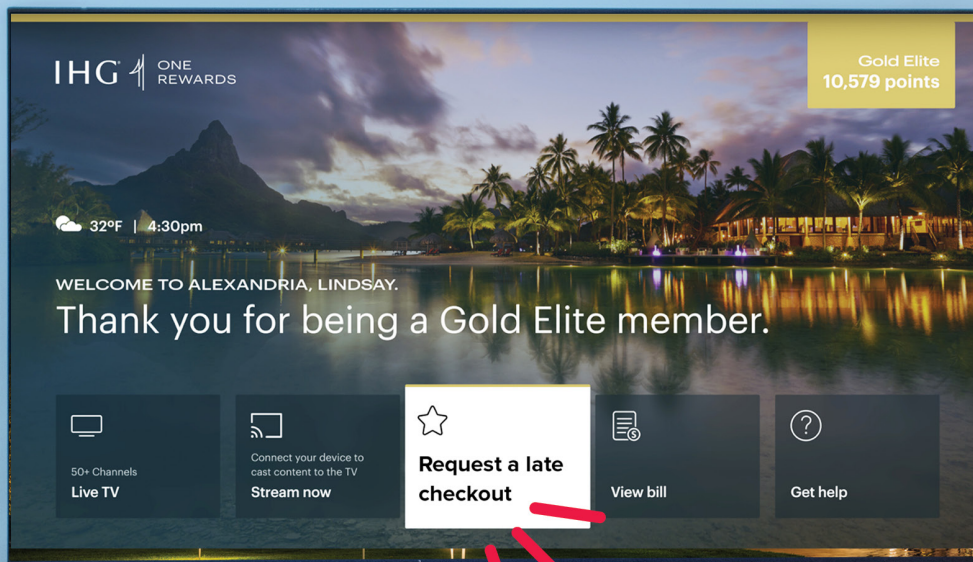


CASE STUDY

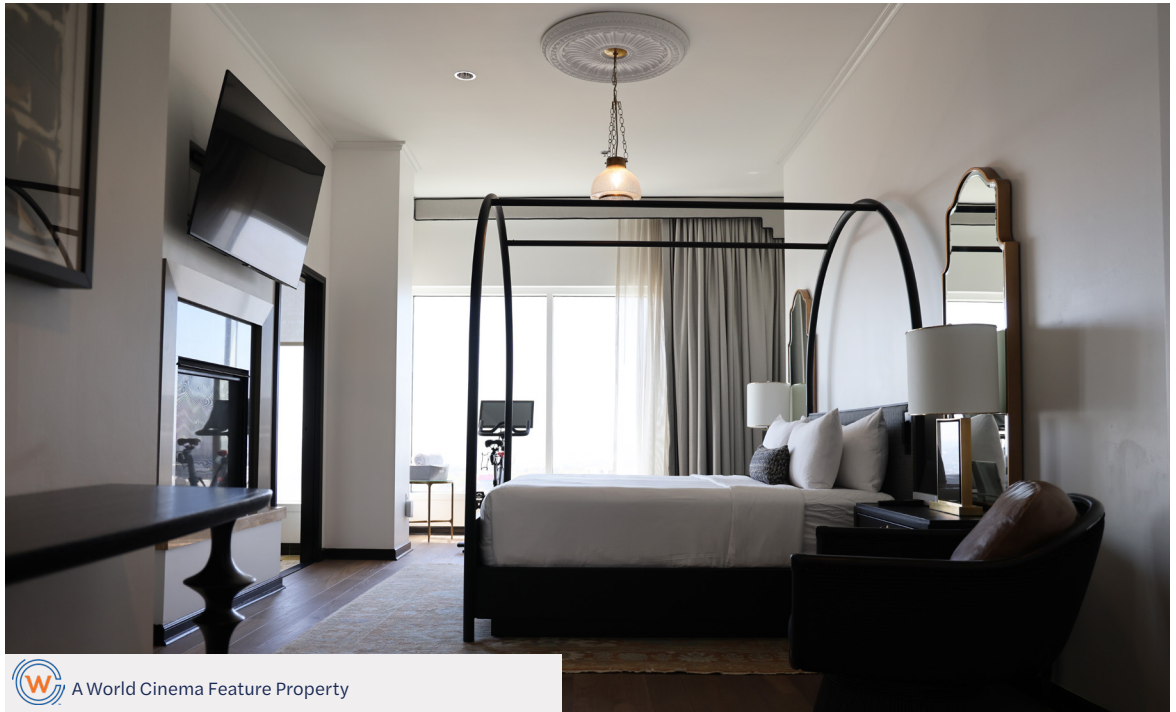
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 A World Cinema Feature Property



 A World Cinema Feature Property

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DISH Business Partners With IHG On Deployment Of IHG Studio

DISH Business Helps Hotel Brands Achieve Their Goals With Top-Quality Content Delivery, Product Reliability & Unrivaled Customer Service

INTRODUCTION

In the increasingly competitive hotel industry, a commitment to delivering genuine hospitality is paramount in order to attain customer loyalty and realize meaningful profitability. With today's travelers demanding an extraordinary level of comfort and personalization like never before, hotels must stay attuned to ever-evolving customer expectations, re-imagine the guest stay, and innovate with cutting-edge solutions, like never before.

Consider how hotel accommodations have changed in the past several years from a place to sleep at night to both a "home away from home" and a fully functional office for remote travelers. To meet and exceed guest demands resulting from this transformation, hotels have had to elevate the in-room experience, aligning with where guests are today and preparing for their future expectations. This reality means that the partnerships a hotel or hotel brand cultivates are undeniably crucial to executing the guest experience at the highest standards.

PARTNERSHIP WITH IHG STUDIO

Developing in-room solutions for today's and tomorrow's travelers requires hotels to work with partners specializing in the hospitality industry and experienced in flawless product delivery. When IHG (InterContinental Hotels Group) conceived its IHG Studio initiative – a digital, fully personalized in-room guest solution providing unlimited entertainment, the ability to make service requests, and much more, in order to drive hotel loyalty, bolster revenue, and raise guest satisfaction – DISH Business was named an approved partner to deliver this new brand standard for IHG properties.

DISH Business product experts worked closely with IHG to develop technology that makes IHG Studio more accessible to the full spectrum of IHG properties – including hotels that did not have IHG Studio-ready televisions – creating a winning solution for the brand (by enabling consistency across the portfolio), owners (with cost-savings from leveraging existing TVs), and guests (providing a personalized, modern entertainment experience).

DISH Business' collaboration with IHG reflects the company's position as a trusted technology partner at the hotel brand level. Understanding the importance

of providing an unrivaled guest stay, DISH Business is synonymous with game-changing technology solutions, product excellence and reliability, and unmatched customer service and support, a powerful trio that allows hotels to confidently select the company for their entertainment needs.

"We are thrilled to announce our exciting new partnership with IHG, which will bring the innovative IHG Studio platform to their impressive collection of hotels nationwide," said Kris Singleton, SVP, DISH Business. "Through this collaborative effort at the brand level, we have gained a profound understanding of IHG's vision for IHG Studio, enabling us to serve as a trusted technology partner rather than a mere vendor, and ultimately turning that vision into reality."

LAUNCHING IHG STUDIO AT INTERCONTINENTAL BUCKHEAD ATLANTA

The InterContinental Buckhead Atlanta, an IHG Hotel, worked with DISH Business and integrator World Cinema to launch IHG Studio at its luxury property.

"We constantly aim to improve the service we provide to our guests and increase our Guest Love scores, and new



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technology is one of the ways to achieve our goal,” said Kyra Oliver, Director of Marketing, InterContinental Buckhead Atlanta, an IHG Hotel. “IHG Studio provides a level of ease for our guests knowing they will have all the property information at their fingertips, therefore, providing a better experience. That is important to us as well as driving additional revenue for our hotel.”

“It was a privilege to work alongside our esteemed partners at World Cinema to bring IHG Studio to the InterContinental Buckhead Hotel, an exquisite property that truly stands out in the IHG portfolio,” said Singleton. “We are honored to have been chosen as their trusted technology partners, and happy to see this cutting-edge technology is already taking the luxury experience for their guests to new heights.”

Oliver shared that the ability to showcase the hotel’s amenities and drive a return on investment through IHG Studio is what most excites her about the new in-room guest solution. “We are giving our guests more information through their in-room TV enabling them to spend more quality time at the property. While we can’t replace the personal touch that our Concierge offers, IHG Studio helps us by taking the Concierge Premium Service to another level as 24/7 service.”

“It provides an elevated experience for our guests by making it more personal throughout their stay and shows we recognize them as a loyal IHG customer,” she continued. “We know our guests are busy, and we want to help them have a luxury experience, so they feel taken care of and special.”

“IHG STUDIO PROVIDES A LEVEL OF EASE FOR OUR GUESTS KNOWING THEY WILL HAVE ALL THE PROPERTY INFORMATION AT THEIR FINGERTIPS, THEREFORE, PROVIDING A BETTER EXPERIENCE. THAT IS IMPORTANT TO US AS WELL AS DRIVING ADDITIONAL REVENUE FOR OUR HOTEL.”

Kyra Oliver, Director of Marketing, InterContinental Buckhead Atlanta



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Technology partners that embrace a customer-centric approach make a tremendous difference when implementing any type of guest-enhancing initiative. “We want to work with a partner who understands our needs and puts them first,” noted Oliver. “Every property is different, and since we are a full-service luxury hotel, driving loyalty and guest satisfaction is increasingly important to us. We always strive to make sure we have the partner that works with us to provide the best solution for our property, does not overlook our needs, listens carefully, communicates clearly, and is consistently able to meet the deliverable deadlines.”

DISH Business goes above and beyond for its partners to solidify long-term relationships. “DISH’s core values are centered around delivering outstanding service, cutting-edge technology, and unbeatable value to our customers,” explained Singleton. “This is why we function

more as a technology partner rather than just a vendor. We work closely with our clients at the brand level to align our technology roadmap with their specific needs and the preferences of their loyal guests. Then at the property level, we help hoteliers meet brand standards – without compromising affordability – by maximizing the investments they’ve already made. For example, we have technology that can deliver on a casting and streaming brand standard even if the property doesn’t have commercial grade TVs, so the property can become compliant with important brand standards that elevate the guest experience in the immediate term, without the need to switch out all of their in-room TVs at the same time. From a service perspective, we’re proud to partner with industry-leading integrators that are able to remotely monitor the health of each property’s systems and provide 24/7 support to ensure there is no disruption in service.”



For more information, visit DISH Business at dish.com/hotels.



The Power Of A DISH Business Partnership

What key things should hotels consider when looking for the right technology partner to re-shape and refine the in-room experience?

EQUIPMENT QUALITY & SERVICE RELIABILITY

The right partner recognizes that high-quality equipment should enhance the customer stay, not disrupt it, allowing hotels to deliver a more reliable entertainment experience to their valued guests. DISH Business' integrator partners offer hoteliers enhanced peace of mind, like the ability to remotely monitor and troubleshoot any technical issues that do arise without putting the burden on hotel staff to reset boxes. "It is essential to both deliver and predict guest needs, exceeding their demands before they even realize they're in need of something," said Robert Grosz, President, World Cinema, a DISH Business partner. "That's what DISH Business does well; they are able to both predict and deliver the level of high-quality, intuitive design and experience today's guests are looking for in their hotel stay."

INNOVATIVE, HOSPITALITY-SPECIFIC SOLUTIONS

When considering the right partnerships, a vendor's knowledge of the hospitality industry and ability to deliver cutting-edge solutions are crucial. Innovative in-room entertainment solutions purpose-built for the hospitality industry embrace a deep understanding of the guest journey, emphasizing the importance of unique experiences to entertain and delight guests from the moment of arrival. DISH Business and their integrator partners are always exploring fresh ways to accommodate hotel guests by developing hospitality-specific technology that meets customers both where they

are now and where they'll be in the future.

KNOW YOUR PARTNERS' PARTNERS

Know the company your technology-integrator partners keep. With in-room entertainment solutions being sold through individual channels, it's imperative to ask the right questions about who the provider is and why your partner works with them. With ever-evolving technology, brand requirements and customer needs, in-room entertainment solutions must be adaptable in order to stand the test of time and provide the best content options along with convenient ways for interacting with that content.

CUSTOMER SERVICE REIGNS SUPREME

Unequivocally invaluable, customer service is king when it comes to differentiating between a good and a great in-room entertainment provider. Strong monitoring capabilities, deep troubleshooting expertise and industry experience, a quick response time, and an unrivaled commitment to their clients should be an inherent part of an in-room entertainment provider's DNA. "Customer service and intuitive design are imperative to achieve guest satisfaction in today's market," remarked Grosz, adding that "Reliability is another important component of guest technology and satisfaction, which partners like DISH Business deliver."

CUSTOMIZATION COUNTS

Just as no guest is the same, a hotel wants to be approached as an individual with specific in-room entertainment needs and budget. Partners that recognize this are most likely to win by cultivating strong, loyal customer relationships. To present custom solutions for hotels of all segments and sizes, technology partners should align with an



in-room entertainment platform that is flexible, scalable and sustainable as technology advances and brand needs change. DISH Business' SMARTBOX2 technology supports properties of any size over any type of infrastructure, seamlessly integrating into existing coaxial, ethernet or fiber set-ups.

"IHG is committed to investing in technology solutions that help deliver a great guest experience across its North American base of over 4,300 hotels," said Thomas Pullen, CEO of PureHD. "Guests want to stream and watch their own entertainment content from their mobile devices and personalize their stay experience. The maturity of the DISH Business platform combined with IHG Studio's feature set is a perfect match – cost-effectively enabling wired IP connectivity using the DOCSIS capabilities built into the DISH platform. This enables IHG hoteliers to avoid the need to rewire their properties while providing a secure, high-performance solution that is critical to ensuring guest satisfaction."

"IHG IS COMMITTED TO INVESTING IN TECHNOLOGY SOLUTIONS THAT HELP DELIVER A GREAT GUEST EXPERIENCE ACROSS ITS NORTH AMERICAN BASE OF OVER 4,300 HOTELS."

Thomas Pullen, CEO of PureHD

WHAT IS IHG STUDIO?

Powered by the IHG Connect in-hotel Wi-Fi system, IHG Studio allows guests to:

- Connect and stream content securely from guests' personal devices to their guest room TV
- Make service requests such as order extra pillows, arrange for a late checkout, and review room charges
- Access the TV remote from the IHG Rewards Club mobile app
- Order room service and purchase on-property amenities
- Pay with Points, a new pilot program that allows guests to use IHG Rewards Club points to make in-hotel purchases

dish business

For more information, visit DISH Business at dish.com/hotels.