



How Middleware can Boost  
Your Hospitality Business

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September 2021

# Nice to meet you!

Kimberley Ramsey

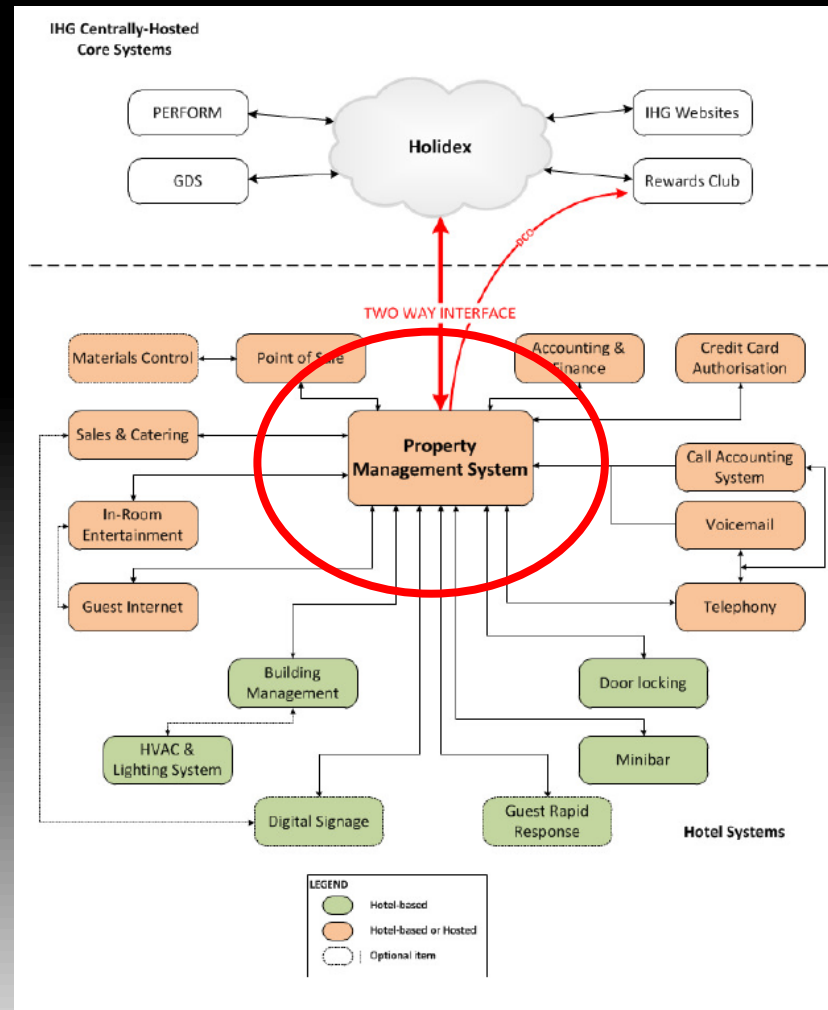
- 5 years in Hotel tech - 7 years in tech sales
- Passionate about customer service and the Guest Journey
- Helping hoteliers make the most of their existing software architecture
- Originally from the Isle of Man
- Dog Lover ! < most important

# What is Middleware?

Middleware is a type of computer software that provides services to software applications beyond those available from the operating system. It can be described as "software glue".

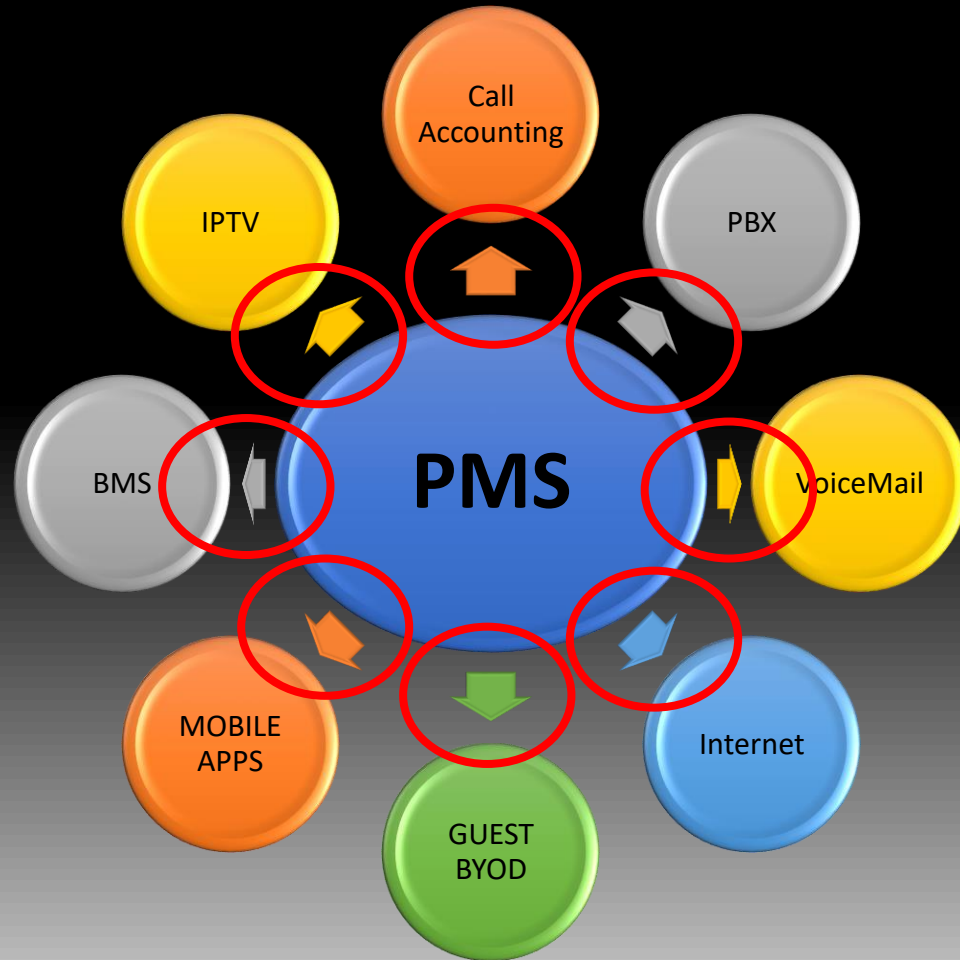
Wikipedia

# Why do Hotels need Middleware?



IHC Schematic

# Hospitality Software Architecture



- Additional cost for each connecting application
  - Purchase and Ongoing Support
- May take months to develop
- Tie-in to PMS
- Extremely difficult to change
- Application Programming Interface (API)

# The Role of the PMS - Perception

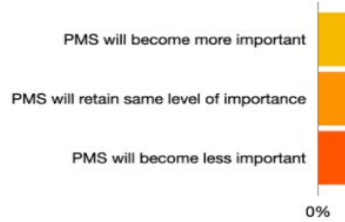
The Property Management System is the most important hotel tech today

Q: Do you consider the PMS the most important piece of hotel tech today?



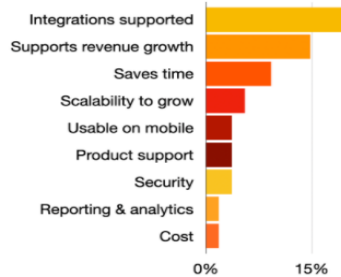
Most expect the PMS to retain or increase importance

Q: How do you consider the importance of PMS technologies in the hotel tech stack (CRI)?



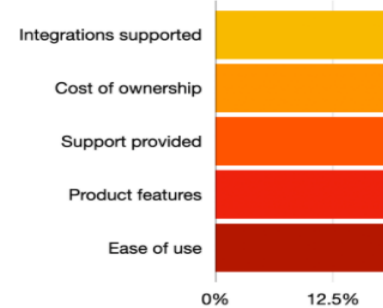
Integrations are the most important value provided

Q: What is most important to you from a PMS?



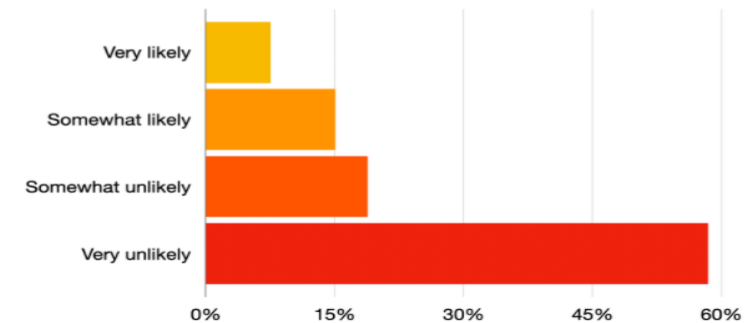
Lack of integrations support tops dissatisfaction

Q: What are you dissatisfied with about your PMS?



1 in 5 hoteliers likely to change their Property Management Systems in 2021

Q: How likely are you to change your PMS in the next year?

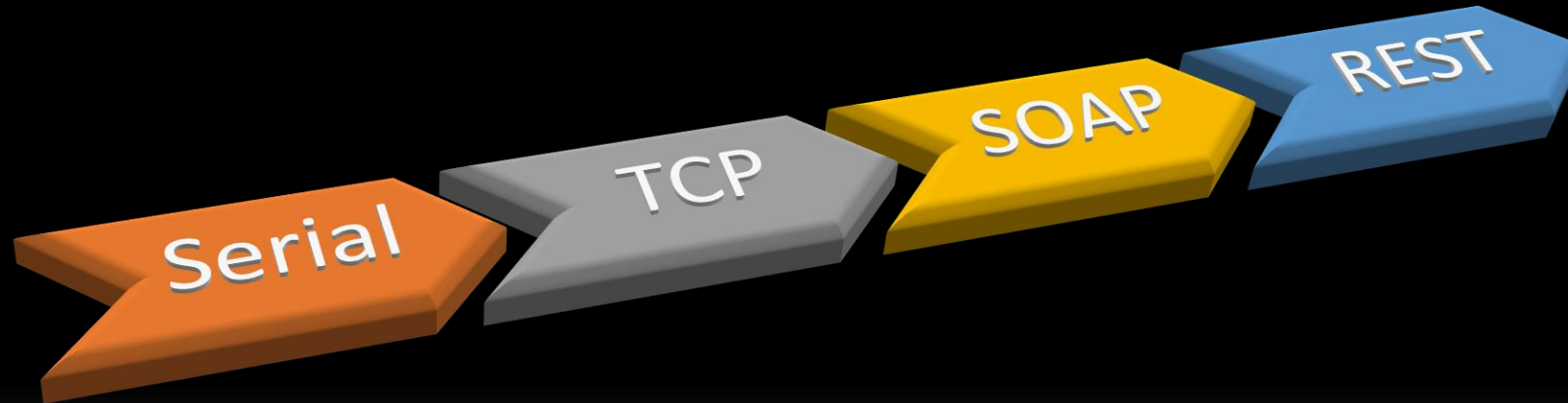


# The API Waiter



<https://www.mulesoft.com/resources/api/what-is-an-api#:~:text=API%20is%20the%20acronym%20for,you're%20using%20an%20API.>

# API Evolution



SOAP is still used extensively and is:

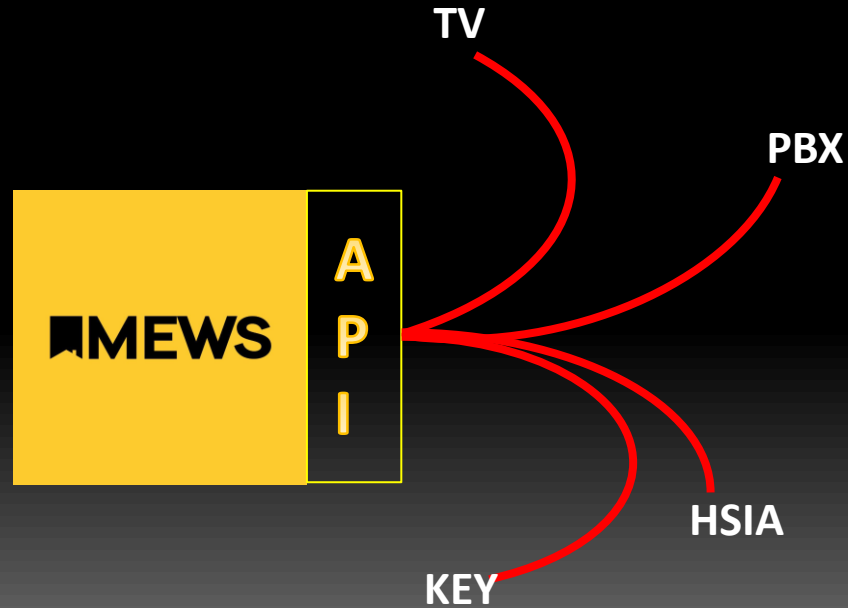
- Language, platform, and transport independent (REST requires use of HTTP)
- Works well in distributed enterprise environments (REST assumes direct point-to-point communication)
- Standardized

REST is easier to use for the most part and is more flexible:

- Uses standards like OpenAPI Specification 3.0
- Smaller learning curve
- Efficient (SOAP uses XML for all messages, REST mostly uses smaller message formats like JSON)
- Fast (no extensive processing required)
- Closer to other Web technologies in design philosophy



# “Open API”

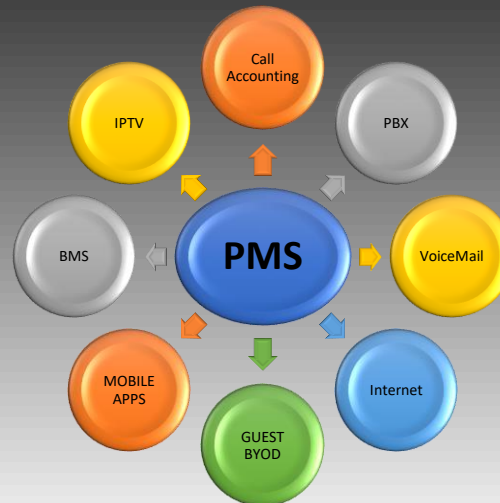


- Published API allowing full connectivity
- Proprietary
- Enables connectivity for PBX, TV, HSIA, Key, etc etc.

Mews Open API was the first in the industry, allows other hospitality tech software to connect with Mews. There are no difficult or expensive hoops to jump through, just open code.

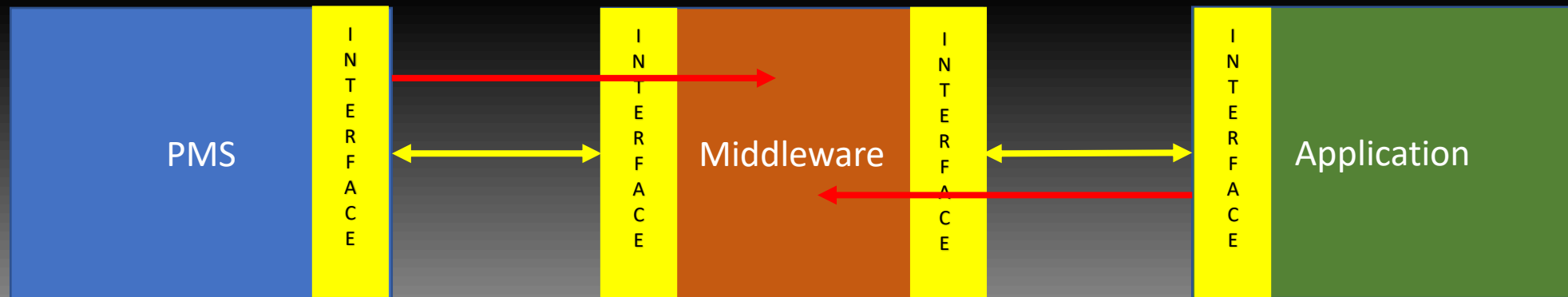
# “Other API”

- Certifications per function
- Tight control
- High dependency

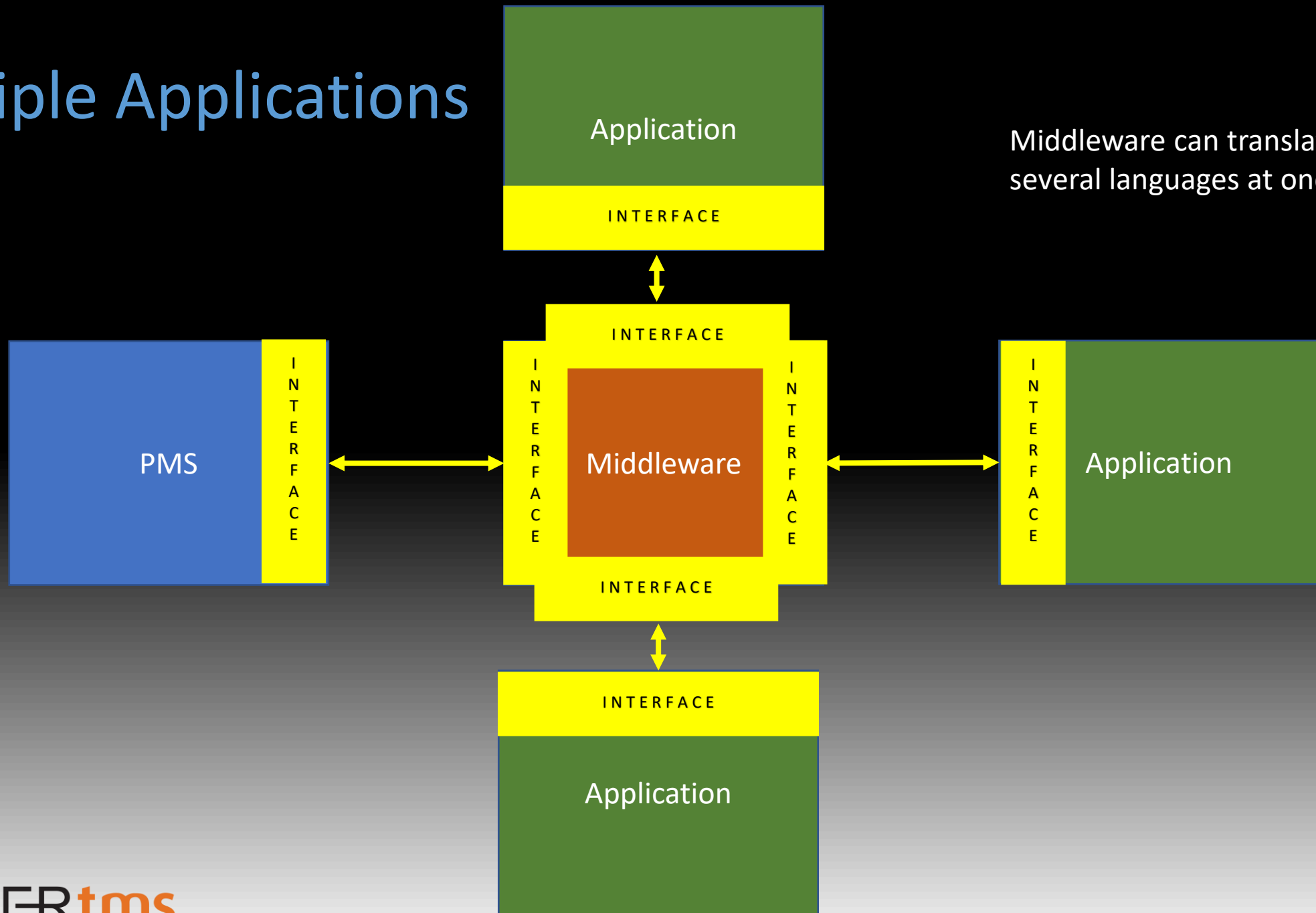


# So Why Middleware?

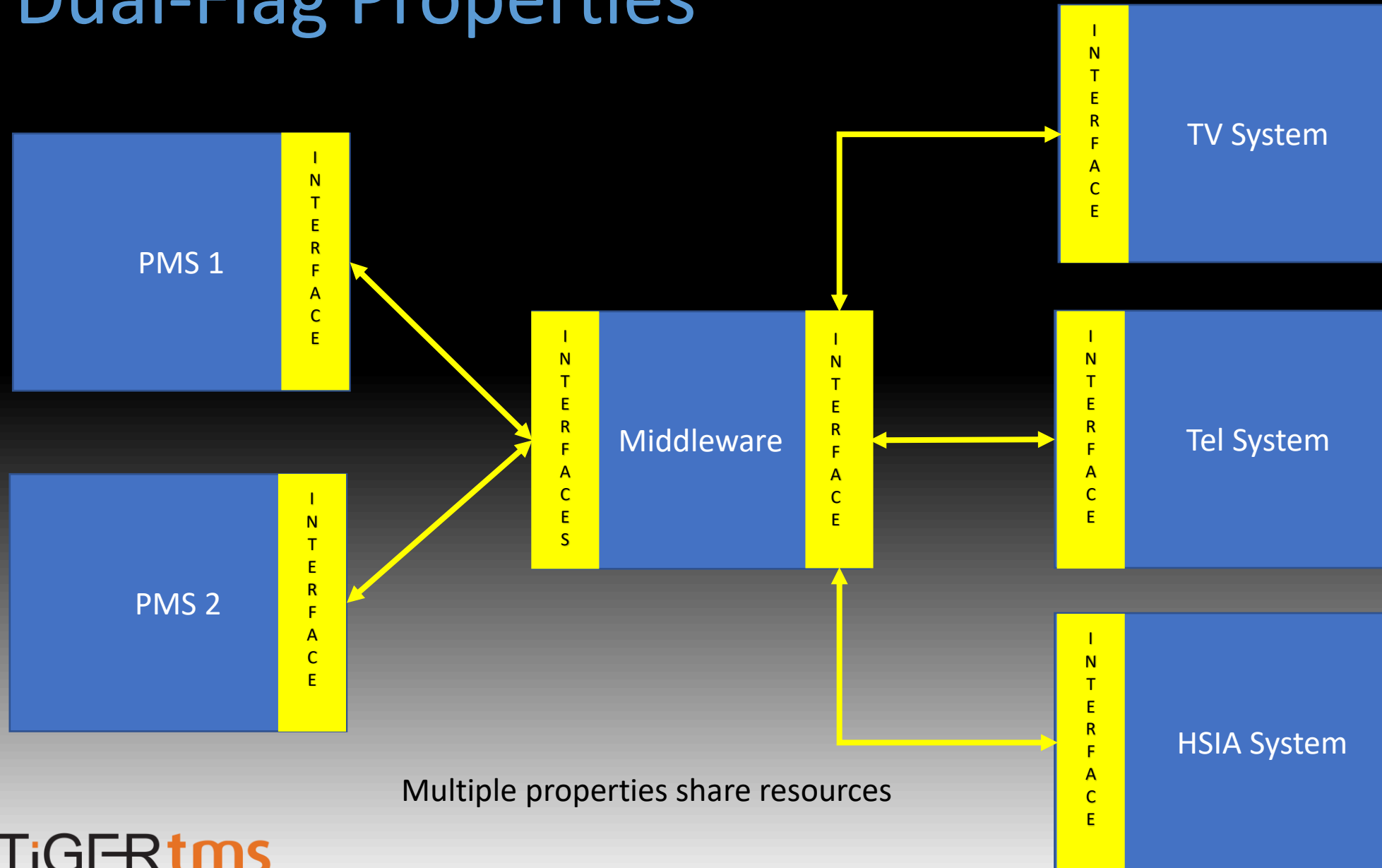
- Open APIs are a bit like languages – there are lots of them about
- We don't understand all languages
  - We need translators



# Multiple Applications



# Dual-Flag Properties



# So Why is Middleware important to the Guest Experience?

DOOR KEY SYSTEM

TEL SYSTEM

High Speed Internet Access

BYOD

TV SYSTEM

DIGITAL SIGNAGE

KIOSKS

APPS

# Middleware IPTV Interface

## Supported features (subject to PMS)

- Check In / Name Update / Language update
- TV Auto Power ON
- Message display on TV
- View Bill
- Express Check Out
- Check Out



# We have middleware – what are the benefits?

HSIA

DOOR KEY SYSTEM

TEL SYSTEM

BYOD

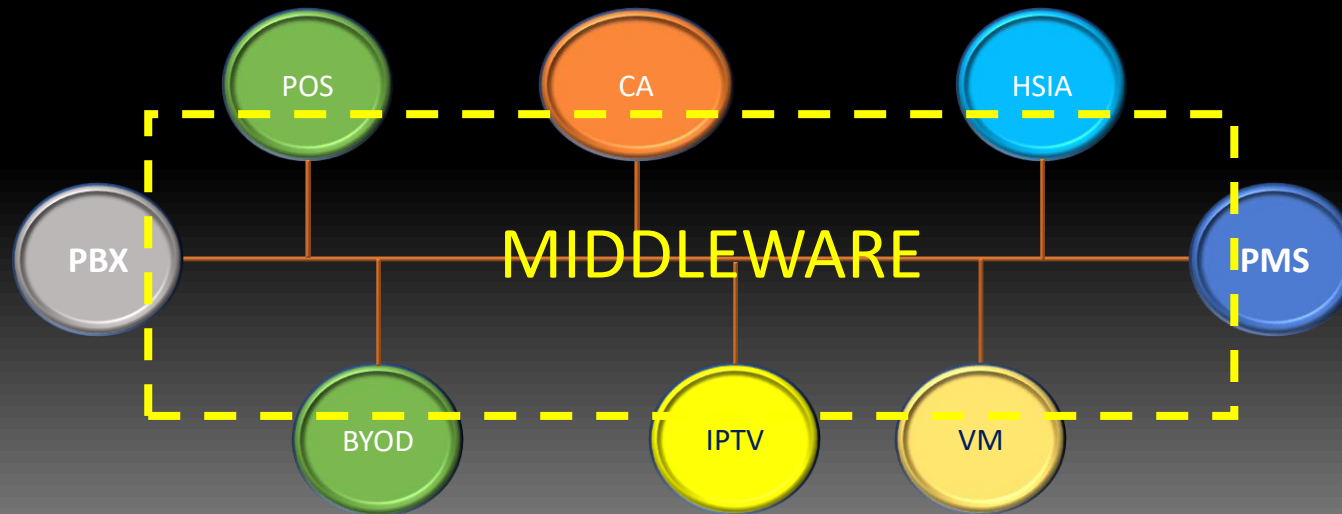
Booking Systems

TV SYSTEM

DIGITAL SIGNAGE



# Architectural Scalability



- Distributed and Open
- Add or remove applications easily
- All applications connected to PMS

# Middleware opens the door to more

DOOR KEY SYSTEM

HSIA

TEL SYSTEM

BYOD

WORKFORCE MANAGEMENT

TV SYSTEM

DIGITAL SIGNAGE

MIDDLEWARE

infor

Agilysys...

amadeus

protel

SS&C

Sabre

MEWS

ORACLE micros  
Opera

SMS  
SPRINGER-MILLER SYSTEMS

Brilliant  
HOSPITALITY

Maestro  
Unparalleled Hospitality Solutions

roomMaster

HOTELOGIX  
smart hoteliering

OnQ

PROLOGIC FIRST  
Smart Hospitality Solutions

CONTROL  
Pepperl+Fuchs

Guestline

# Benefits

- Solution set is applicable to all hotels
- No restrictions on PMS connectivity
- Choose from “best of breed” with no compromise
- Lower entry and ongoing costs
- Speed of deployment – react quicker to customer demands
- Reduce on-boarding time
- Agile and flexible architectures
- Deliver an improved guest service
- Check with your provider!



# Q&A

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- Call Accounting software
- Communications Management
- Guest Services Solutions
- HSIA
- + more

Hope to see you during some in person events over Autumn/ Winter!

[www.tigertms.com](http://www.tigertms.com)

A close-up, stylized illustration of a tiger's face. The tiger has orange fur with black stripes and white markings on its chest and face. It is wearing a blue collar with a yellow circular element. The background is dark with a subtle grid pattern. A white rectangular box is centered over the tiger's face, containing the text "Thank You!".

Thank You!