



Artur Fernandes

Director of Accommodation
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Artur Fernandes started his career 25 years ago in Hospitality. He worked in the accommodation department in hotel chains like Le Meridien, Forte, Starwood and currently he works in the Tiara Park Atlantic Lisboa hotel as Director of Accommodation. He is also IT Project Manager for Tiara hotels in Portugal.

About Tiara Hotels & Resorts

Exceptional settings, a dedicated passion for detail and the highest standards of quality are just some of the values that make Tiara so unique. Wherever you go, unforgettable experiences delight everyone who wishes to discover a new measure of comfort that transcends the limits of conventional luxury.

CONTACT

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The Evolving Demand of Guests for Broadband

Tiara Hotels roll out a new, HSIA flexible system to add value and increase efficiencies

The media tablet market has reached an inflection point through the combination of a new device, new business models supported by wireless operators, and new usage models through cloud computing and mobile applications. In-Stat forecasts that this trend will help push tablet shipments toward 250 million units in 2017. Artur Fernandes, Director of Accommodation and IT Project Manager – Tiara Hotels, Portugal – says key ingredients to guest satisfaction are changing, and hotels have to keep up with the times...

It is amazing to see the amount of smartphones and tablets that are being used in the public areas. We see people with them at the bar, in the lobby, in the restaurant as well as in the guest rooms. According to In-Stat, 50% of tablet owners are viewing feature-length movies and TV shows on these devices. Tablets and smartphones are thus becoming vital new screens for video consumption, as well as functioning as personal interaction devices for video-centric social networking and applications. Consequently, our clients' expectation clearly include the chance to connect their own devices as part of the "in room" experience. To deliver a user-friendly and stable connection to the Internet has now become an essential ingredient to our customer satisfaction.

Nonius has provided a new solution for your organisation. Could you please tell us more?

Nonius has provided the WGServer - a full HSIA solution that responds our need to cope with new smart devices (iPhone, Android), which are hungry for bandwidth. This is a very easy tool to manage our clients' needs. We are able to decide on the spot what kind of service (broadband) we want to provide, if we want to charge for this, and how much we can subsequently charge for the service.

Why did you decide to work with Nonius?

The speed and the power to decide what to do with regard to the Internet are the main advantages for us in business terms. We did have a very good provider for Internet, but the problem was that we could not decide about charges... if we wanted to increase the broadband "pipe", we were completely dependent upon the supplier. Nonius presented us a different, more flexible solution, and that was it: it's simple and efficient.

What are the other advantages for your guests?

If our communication towards our guest is good, the perception of the value of the Internet connection is fair, and clients complain less. Guest can have the service they want with no effort or miscommunication from our side.

About Nonius

Founded by three business partners with more than ten years of experience each at multinational technology firms, Nonius began by offering High Speed Internet Access Solutions to the Portuguese hospitality industry. After becoming the country's largest supplier of HSIA solutions, with revenues doubling each year, the company expanded to the rest of Europe, Africa and South America and it has been growing ever since.

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