

WELCOMING THE FUTURE OF HOSPITALITY AT AMARA SINGAPORE WITH CLOUD-BASED PRINT MANAGEMENT

Company Name	Amara Singapore
Industry	Hospitality
Founded	1986
Location	4 locations in 3 Asian cities
Services	Tailored hospitality services
Website	https://www.amarahotels.com
Relationship with FUJIFILM Business Innovation	17 years



ABOUT AMARA SINGAPORE

Amara Singapore debuted in 1986 as the first hotel of Amara Hotels & Resorts, a home-grown integrated lifestyle and hospitality leader. Located in a convenient city location, the hotel is positioned as a contemporary business hotel that offers unique individual experiences and world class services to corporate and leisure travellers. Today, stays at Amara Singapore are accentuated with technological innovation and modernity, which are made possible by bold leadership and a positive can-do spirit.

TO MEET GROWING CUSTOMER DEMANDS

Amidst a positive backdrop of increased

visitors to Singapore, Amara Singapore saw the necessity to spur productivity-driven growth through innovation that would offer a distinct advantage in a highly competitive industry. With the desire to meet rising customer expectations, Amara envisioned innovative service modalities to better engage their corporate guests on long-term stays. They wanted a digital print environment within their business centre that offered these guests greater flexibility, accessibility and convenience while reducing the need for additional manpower.

OPTIMISING SERVICE DELIVERY

Based on positive experiences with FUJIFILM Business Innovation's after-sales services, Amara Singapore thus

began its transformation journey with FUJIFILM Business Innovation's recommended Cloud-on-Demand Print, a solution which enables documents to be stored, edited and printed easily at destination. This provided corporate guests at Amara Singapore the flexibility to release their print jobs securely, easily and on-the-go from their personal devices.

With Cloud-on-Demand Print, hotel guests no longer have to transfer their print files to the business centre via Bluetooth or a thumbdrive, or by sending an email. This allows hotel guests to work and send their print jobs from the comfort of their hotel rooms and printing on-demand using a temporary ID and password.

Challenges

- Amara Singapore needed a distinct advantage in a highly competitive industry
- It required a high-performing business centre to meet rising customer demand
- It was in need of less resource-intensive solutions to reduce the need for manpower

Approach

- Amara Singapore has been consistently impressed with FUJIFILM Business Innovation Singapore's service and support since 2001.
- Encouraged by the consultancy and guidance provided by FB, the customer invested in a new cloud solution that would be adaptable to hotel guests' needs.

FUJIFILM Business Innovation Solutions

- FUJIFILM Business Innovation Cloud-on-Demand print management solution

Benefits & Results

- 10% increase in productivity among frontline staff
- Amara Singapore could instead focus on higher-level service interactions that deliver greater value
- Corporate hotel guests enjoy greater convenience and an exceptional guest experience



RESULTS ACHIEVED

By integrating FUJIFILM Business Innovation's Cloud On-Demand Print solution into their hosted network, Amara Singapore solved the way their business centre managed information for their customers and also improved security around the printing of sensitive business information.


With this one-stop business centre, corporate guests can continue being productive while working remotely within the privacy of their own rooms. For busy business clients, this means greater convenience and round-the-clock accessibility.

Through simplifying the printing process for its guests, Amara Singapore has raised the productivity of their frontline staff by 10%, where they can now focus on higher-level service interactions for its customers to be at the forefront of Singapore's hospitality innovation.

“FUJIFILM Business Innovation's Cloud-on-Demand print management solution has generated exciting opportunities for Amara Singapore to enhance its productivity, increase effectiveness and create exceptional experiences for both staff and guests. We look forward to celebrating many more milestones and successes with FUJIFILM Business Innovation.”

- Lindy Lin, Marketing Communications Manager

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