

# System requirement

Samsung LYNK Cloud		
LYNK Cloud URL		https://www.samsunglynk.com
Service Environments	Browser support	Google Chrome for PC Windows
	Recommended Browser Screen Resolution	1448 x 1024
	Network	Internet Accessible Environment
	Language(for Admin)	English, French, German, Portuguese
	Account	Create Samsung Account ( <a href="https://account.samsung.com">https://account.samsung.com</a> )
	Cache Function	Supports Compatibility of open source cache server

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### Samsung LYNK Cloud

For more information about Samsung LYNK Cloud Solutions, visit [www.samsung.com/business](https://www.samsung.com/business) or [www.samsung.com/displaysolutions](https://www.samsung.com/displaysolutions)

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# Samsung LYNK Cloud

Unlocking Hospitality Insights

# Growing hospitality expectations

## Using cloud tools and data-driven insights to create a personalized experience

In recent years, global travel has increased to record levels. With more people than ever traveling for work and for pleasure, expectations for the hospitality industry have become more demanding, with travelers looking for a hotel experience that is both enjoyable and convenient.

To that end, the modern traveler expects a personalized experience, one that is tailored to their personal needs and desires. To meet these expectations, many hotels have turned to their technology infrastructure to enhance the guest experience, be more efficient and improve business performance.

Cloud solutions are valuable tools for hotels with multiple locations, giving them access to critical information and valuable business insights whenever and wherever they need it. This central management capability ensures consistency in brand identity, an increasingly important factor for global hotel chains in a competitive market. Cloud solutions reduce the time and cost associated with operations, providing a more agile infrastructure that allows hotels to focus on the guest experience with no distractions or technical difficulties.

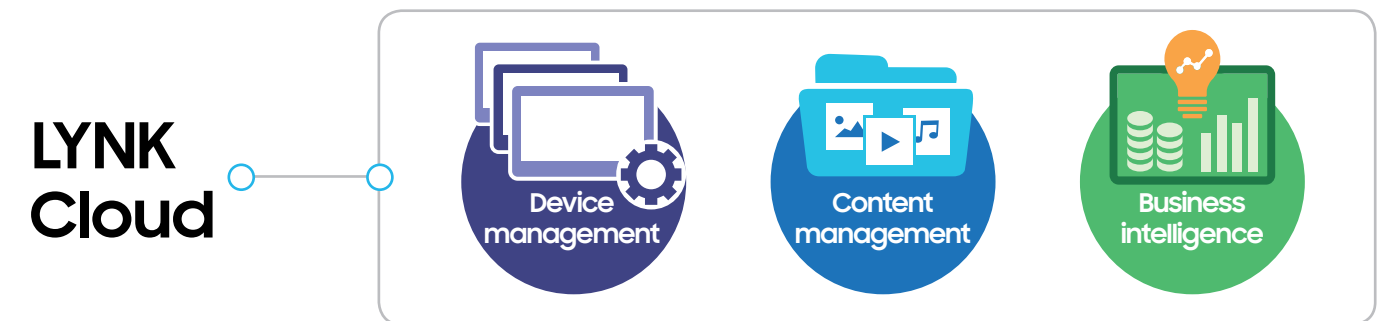
Hotels that are creating tailored, personalized experiences can better meet the needs of guests and increase customer satisfaction, while increasing the likelihood for return visits to drive better business performance.



# What is Samsung LYNK Cloud?

## The complete hospitality management solution

Samsung LYNK Cloud is a comprehensive hospitality cloud solution that provides powerful content and device management tools, enabling analysis of content use and providing detailed insights for managers. From content creation to device control and data analytics, LYNK Cloud puts managers in complete control with insights allowing them to create more impactful promotional content and deliver it to the right guests, at the right time, for increased revenue creation opportunities.



## Solving your business challenges



### Seamless and safe guest management

LYNK Cloud can manage all the devices across multiple sites online, enabling users to remotely control important display settings from anywhere, reducing not only the need for onsite or engineering visits but also unnecessary physical contact between hotel managers, staff and guests.

### Reduced maintenance costs

A cloud-based solution, LYNK Cloud reduces maintenance and installation costs and even makes possible rule-based automated content management by integrating with a hotel's PMS to reduce labor costs.

### Multi-site operation

The ideal solution for global hospitality operations, LYNK Cloud supports multiple users and is accessible online providing centralized management tools and giving access to displays located across the world.



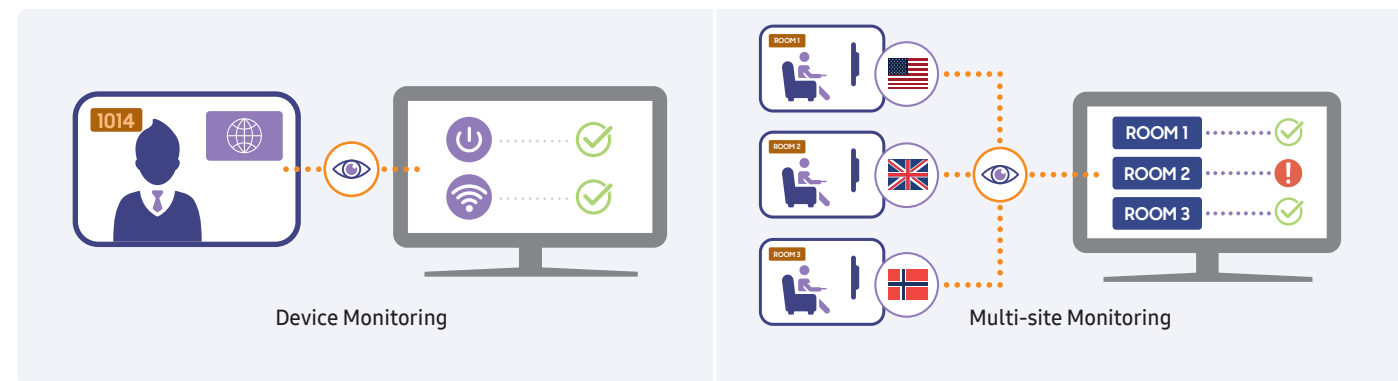
# Device management

## Comprehensive management and monitoring capabilities

Samsung LYNK Cloud supports monitoring and remote access for in-room TVs to enable comprehensive device management throughout any hospitality space or environment. Users can make adjustments to the configuration, channel map and program guide, in addition to controlling basic functions such as power and volume settings to suit the needs of any guest. Finally, hotel managers can also check errors in real-time to quickly resolve any issues and ensure no downtime is felt by guests for a seamless, enjoyable experience.

### Real-time, network-wide monitoring

Samsung LYNK Cloud allows for real-time monitoring of devices, as well as multi-site monitoring which can observe any site in the world across a network, ensuring hotels can detect errors regardless of location and resolve accordingly. By avoiding downtime, guests will remain engaged and satisfied with their stay. In addition, LYNK cloud's monitoring capabilities can provide hotel managers with guests' check-in and out information, ensuring they always have full visibility of guest activity to maintain efficient hotel operation.

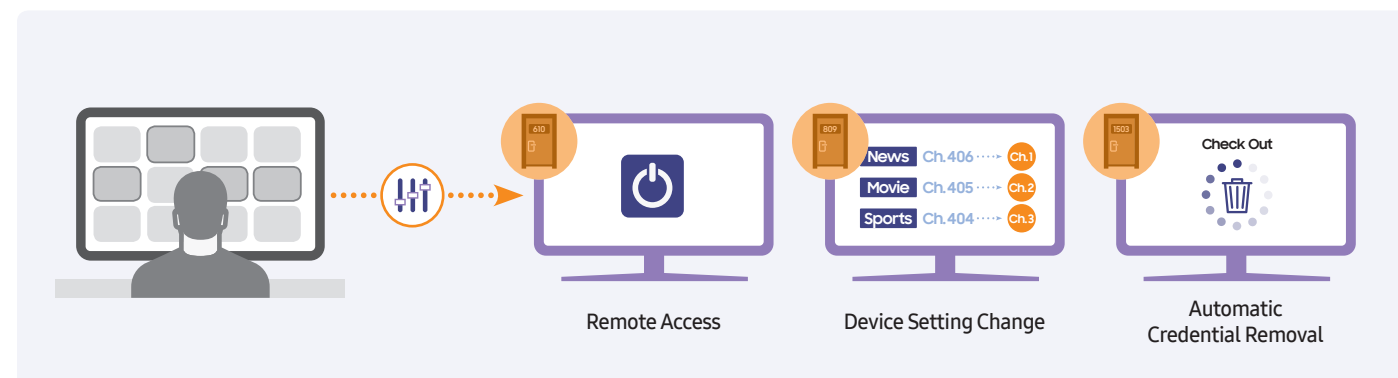


### Optimum device control

Samsung LYNK Cloud gives hotel managers and IT teams full access to control several functions remotely. Remote access to TV power or volume and the ability for hotel managers to change TV configuration settings, allowing mapping to specific channels and broadcasting companies. Once a guest's credentials have been entered for their favorite entertainment platforms, such as Netflix, they will remain logged-in during their stay, but credentials will be cleared after they check out due to synchronization with the hotel PMS.

\*Netflix streaming membership required.

\*Entertainment app availability varies by display model, location and available providers.



# Content management

## Simplified content creation and deployment

LYNK Cloud features a powerful, yet easy-to-use content management platform. With support of web-based content creation, efficient content deployment and powerful multimedia hosting of large video and image files, managers can create and distribute impactful content across locations. With custom preview capability, hotels can also set custom content as the preview page of the on-screen hotel application, displaying the latest hotel promotions and increasing guest engagement. Additionally, in-room TV's can be used to support interactive content which can lighten the load on hotel staff by creating a digital concierge or other interactive tools, helping receive and respond to common requests such as taking dining orders or booking onsite services.

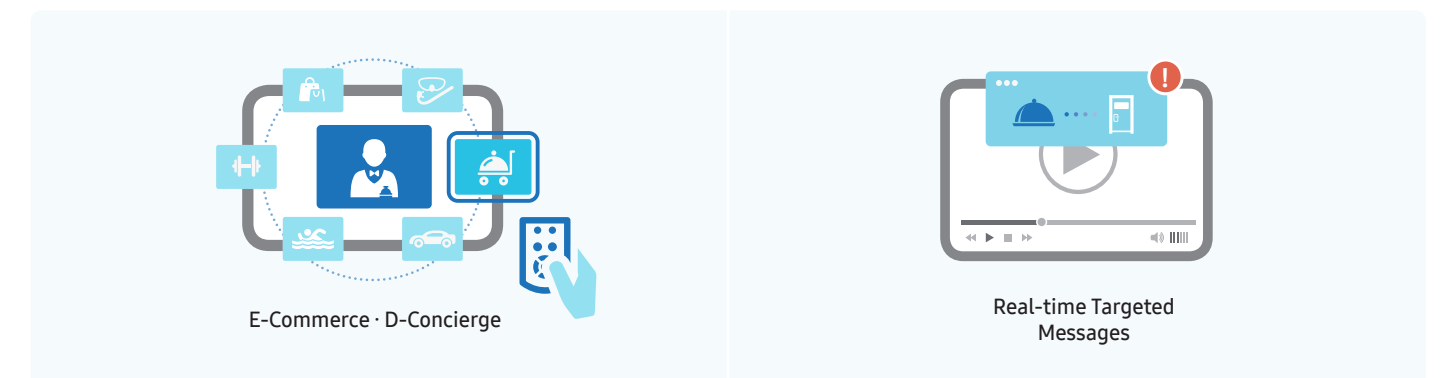
### Easy content creation and preview capability

LYNK Cloud's content creation tool features an intuitive user interface, supports web-standard based content, and can open and import external HTML content. LYNK Cloud also features powerful multimedia hosting with the ability to upload and stream image and video files of nearly any size. In addition, hotel managers are able to set custom content as the preview page of the on-screen hotel application. This means any hotel can showcase its most engaging content to each guest, share the latest promotions and maximize hotel revenue.

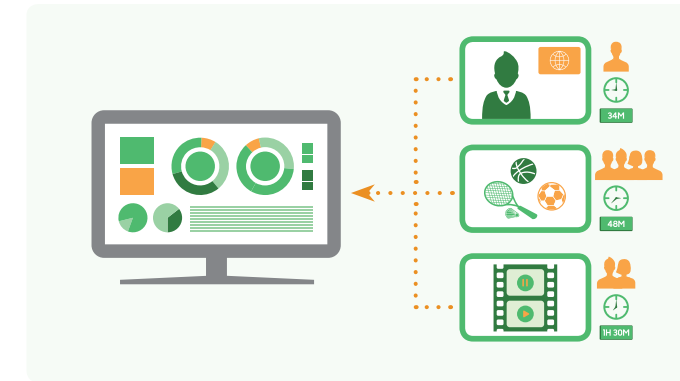


### Interactive service support

LYNK Cloud gives hotels the ability to create unique, interactive content which allows guests to use their in-room TV's to order food and manage bookings onsite such as a spa or conference rooms. Hotels can also send real-time targeted messaging to individual guests for facilitated communication and when answering questions.

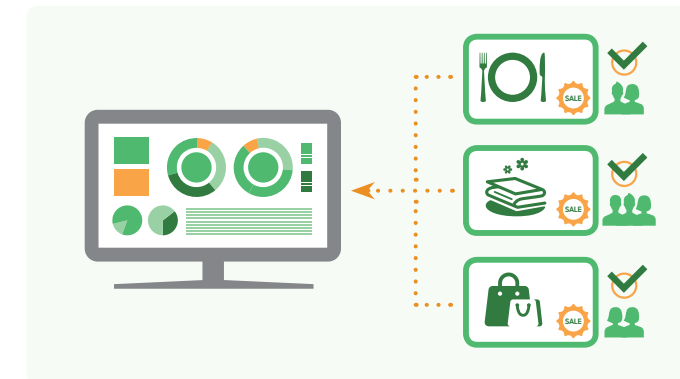


# Business intelligence



## TV usage analysis

Samsung LYNK Cloud allows hotel managers to analyze the TV usage of guests, offering the capability to track watching duration, which channel is being watched, which applications are being used and build a profile of guests to more accurately tailor content to their desires and needs.

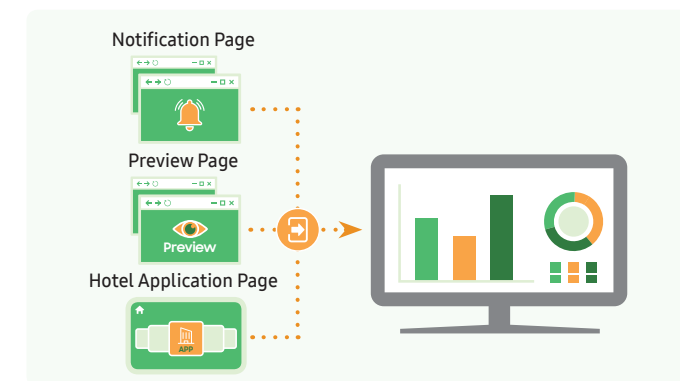
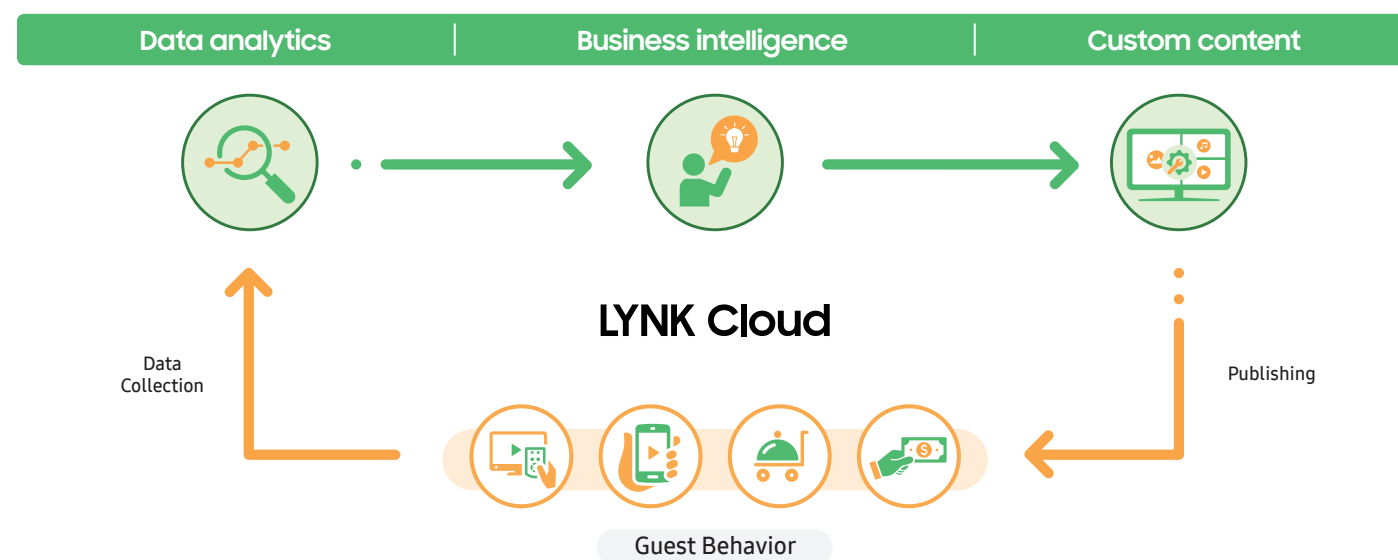


## Service usage analysis

Samsung LYNK Cloud also enables users to analyze what content and services guests engage with most. It's possible to look at how many times a guest views promotional content, which hotel services they use – from in-room dining to the spa – and what purchasing decisions they ultimately make.

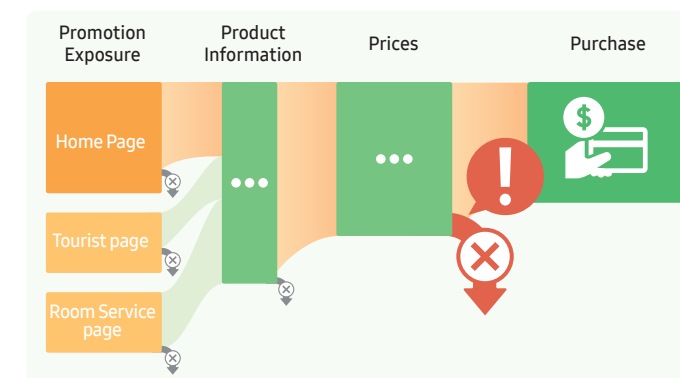
## Informed insights for increased revenue

Samsung LYNK Cloud allows hotel managers to deliver more appealing promotional content based on integrated guest data available through the hotel PMS. By analyzing guest behaviors such as what content they watch on TV, which applications they use, and which hotel information they are interested in during their stay, LYNK Cloud can help managers to uncover valuable business insights. Based on these insights, the hotel can provide relevant, personalized content to guests, which will increase engagement and ultimately revenue too.



## Entry analysis

Samsung LYNK Cloud gives users entry analysis capability, which means they can analyze the access point of potential customers watching promotions. LYNK Cloud provides the information of which point each guest entered to access a specific promotion, whether it be a notification page, preview page or the hotel application page.



## User flow analysis

Samsung LYNK Cloud lets hotel managers analyze the user flow of any promotion and gather insights regarding which route a guest enters the final purchase page through, and at which point they exit. If there is an abnormal number of guests exiting through any single point, hotel managers can analyze the reason behind this and change the content or process.