

OTRUM - THE CORPORATION

WHO ARE WE?

OTRUM. Serving customers since 1985, consistently leading technology development and empowering customers through the provision of guest-centric tools. A dedicated, focused and committed team of individuals who work in unison to bring first rate products to your door.

Your long-term partner. An average contract period lasts for seven years, and during this time we will have regular contact to establish your on-going needs and to keep you up-to-date with technology development. Our relationship is the key to success.

WHERE ARE WE?

OTRUM is strongly focused on Europe, the Middle East and Africa, and has expanded to offer worldwide coverage via global alliance partners. Forward-thinking has led to a new concept to best serve you through a combination of in-house sales persons and regional 'feet-on-the street' OTRUM Partners.

In front of your guests. Our technology is in your rooms facing your guests, they may see an OTRUM logo onscreen but the impression given is all about your hotel. Customised branding allows your chain or brand image to be given the full focus. Would you rely on any less than the best to represent your hotel?

WHAT DO WE DO?

Serve you. That is our primary concern, to ensure that your interactive needs are met – from boutique hotels to major chains. All OTRUM solutions are designed in such a way that you can pick and choose the features and services that you wish to implement.

For the hospitality industry, OTRUM offers guest-centric services such as digital TV content, premium viewing catalogues, and guest Internet access. At the same time, hotel staff can harness the power of tailored communications and marketing, guest profiling and analysis of guest behaviour.

OTRUM has an innovative digital signage solution to provide information, way-finding and advertising to wide audiences.

Providing easy-to-use mass communication tools for hotel lobbies, conference centres, hospitals, football stadiums, shopping centres, airports, public areas, prisons, military bases, ships and so on.

BUSINESS MODELS

OTRUM works with transparent pricing structures, we do not limit our customers by defining fixed business models. In general customers opt for either a lease or a full purchase of the interactive solutions and hardware. We are happy to offer flexibility, i.e. customers may choose to purchase the TV screens, but lease the solution. We are open for discussion and have leasing agreements in place with major financial institutions.

CONSULTANCY

We pride ourselves on offering a consultancy service, we don't need to do the hard sell as our solutions do that for us. Our aim is to guide you through the process of selecting the interactive services that meet your needs today and in the future. In fact, during the consultancy phase you will touch base with different personnel from OTRUM, not just sales. We keep as many of our services as possible in-house, providing a one-stop-shop for all your needs.

Our team includes highly skilled personnel, some with decades of experience in this business and others fresh out of technical education. What do we all have in common? We are all passionate for our work and consider customers to be our number one priority.

PROFESSIONAL TECHNICAL SERVICES

Prior to any agreement, our local technical team will visit your hotel and carry out a site survey, this is a technical evaluation of the infrastructure that you have in place today. Following this visit you will receive a written report on the current status, recommendations for changes or upgrades, and a clear outline of the route forward. This ensures that all parties are aware of any technical implications before any solution installation takes place.

During a contract period it is inevitable that your interactive solution will need some technical attention. However, we aim to provide a service "don't call us, we'll call you" – via remote online monitoring, OTRUM is aware of software and hardware problems before your in-room guest. Whenever possible, this will be rectified via online maintenance – or our highly trained After Sales Engineers will make your hotel a priority visit.

Via Standard Operating Procedures (SOP) and Service Level Agreements (SLA) we make a commitment to all of our customers. These clearly defined actions and response times are easily measurable, and we will raise our hands if we have failed to keep our promises.

