

# Classic hotel meets modern business traveller needs with EFI™ Self-Serve technology

## Challenge:

With its central downtown location, General Manager Halley Karas says the hotel has a very strong base of business clients during the week. "Business travellers are a growing segment of our client base," says Karas. "There are a lot of corporate headquarters in downtown Columbus and our biggest accounts are consulting firms that do work for those companies."

As a 188-year-old landmark hotel in downtown Columbus, "This is not like any Westin you'll ever see anywhere else," explains Karas. But, in addition to the elegance of soaring ceilings, marble floors, stained glass, and spacious accommodations, the Westin Columbus needs to provide the business services guests need and want.

The Westin Columbus is a franchise property owned by Ultima Hospitality and part of the Westin Franchise agreement requires the hotel to have a printing solution that allows guests to print from their rooms. An older desktop printer in the business centre lacked some features and was lagging behind the expectations of today's mobile professionals.

## Solution:

The Westin Columbus recently renovated its lobby and meeting spaces, and is in the process of upgrading the business centre, too. The technology solutions company that provides printers and copiers to the hotel, recommended a new print system for the business centre.

"About 9 months ago, we installed an EFI M500 Self-Serve Copy and Print system, along with a new printer, that people are pretty happy with. It's a big, multifunction colour printer and copier that will do more than the old desktop printer we used to have."

In the business centre, the EFI M500 screen displays the Westin logo, welcoming guests to begin their copy



"Printing payments are seamless for us with the EFI M500. They just automatically go into our account through our guests' credit cards."

HALLEY KARAS, GENERAL MANAGER,  
WESTIN COLUMBUS

## THE WESTIN COLUMBUS

The Westin Columbus  
310 S. High Street  
Columbus, Ohio, 43215  
United States

+1 614-228-3800  
[www.westincolumbus.com](http://www.westincolumbus.com)

# THE WESTIN

## COLUMBUS

Known as The Great Southern Hotel since its grand beginnings in 1897, The Westin Columbus is the city's most renowned hotel and offers guests gracious service and luxurious surroundings. The hotel can accommodate virtually any meeting or event with over 1,115 square metres of recently renovated meeting space and breakout rooms, as well as an executive boardroom.

Situated in the heart of the downtown Columbus business district, this Ohio hotel is within walking distance of the Greater Columbus Convention Center. It also offers easy access to the Ohio Statehouse, Nationwide Arena and the Arena District, the Brewery District, German Village, Ohio's Center of Science and Industry, and the Short North Arts District.

The Westin Columbus  
310 S. High Street  
Columbus, Ohio, 43215  
United States  
  
+1 614-228-3800  
[www.westincolumbus.com](http://www.westincolumbus.com)



and print jobs. The EFI M500 allows users to print from USB drives, or popular cloud services such as Dropbox, Google Drive™, Box, or Microsoft OneDrive.

Guests also have the option of sending print requests directly to the M500 from their rooms or anywhere else by emailing their documents to EFI's PrintMe® Cloud service and then picking them up securely at the M500-equipped printer. The system charges their credit cards and emails receipts.

The EFI AdminCentral cloud-based solution also provides an intuitive and easy-to-use centralised system for configuration, management, and system monitoring of the M500 stations, so the hotel has an easier time supporting guests' printing needs, and Ultima Hospitality's IT staff have an easier time maintaining the system.

## Results:

According to Karas, most guests expect major brand hotels to have business services, but the quality of those services can be a differentiator. For example, Starwood – the parent chain to Westin Hotels – drives repeat business with an exceptional loyalty program that gives much-appreciated perks to frequent guests, most of whom are business travellers.

In the 10 years she's been in the hotel business, Karas has seen many other upgrades. For example, the business centre printers didn't do any finishing or print in colour. Guests who needed these services would have to go outside the hotel or ask the front desk clerk to do it. But the Westin Columbus now offers guests a top-of-the-line printing and copying experience that can handle just about anything they need.

And, by offering a better print experience, the hotel offers more value. When document printing was a more cumbersome experience handled by front-desk staff, the hotel offered it at no charge. Now, for the first time, The Westin Columbus is able to recoup its costs for printing. Karas says long-time, repeat customers are willing to pay for documents because they appreciate the convenience the hotel offers. Compared to the past, when the hotel did not charge for printing, "People don't waste as much paper now by printing things they don't really need," says Karas. "So the M500 is a greener solution, too."

The front desk clerks can still comp printing as a guest service by using a staff login to the M500's print management utility.

Since the new multifunction printer and M500 station have been installed, toner and paper usage has been consistent and within budget. More important, managing a print offering to meet or exceed guest expectations will not become a nuisance for the hotel staff. As the general manager for one of Columbus' leading hotels, every minute Karas has to spend on administrative and accounting tasks for her business centre offering is a minute she can't spend improving the overall guest experience. Fortunately, the M500 system makes it simple for Karas to get the management and accounting information she needs. She can pull up print counts and collected revenues on her desktop in a matter of minutes. Not only does the new print system give guests what they require, it makes it easy and fast for her to administer.



"The EFI M500 works well so that printing isn't something I have to address very often."

HALLEY KARAS, GENERAL MANAGER,  
WESTIN COLUMBUS

# EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit [www.efi.com](http://www.efi.com) or call 0808 101 3484 or +44 (0)1246 298000 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, Best, the Best logo, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, DockNet, Digital StoreFront, DocBuilder, DocBuilder Pro, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, Fabrividu, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, Jetrion, the Jetrion logo, LapNet, Logic, MiniNet, Monarch, MicroPress, OneFlow, Pace, PhotoXposure, Printcafe, PressVu, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, Printstream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Rastek, the Rastek logo, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEk, the VUTEk logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.