

“Many of our guests are business travelers who have to work efficiently when they are on business trips. With Xerox® Mobile Print, our guests can print their documents directly from their smartphone or their laptop.”

– Andreas Kokel, *Operations, Sales and Marketing Manager*, Lindner Hotels AG



### The Challenge

Lindner Hotels AG owns 34 city and resort hotels throughout Germany, Austria and Switzerland. Like many established hotel chains, they are aware that travelers have a wide range of choices. To set themselves apart, Lindner Hotels was looking to add new, innovative communications solutions—specifically for business travelers.

One area that they knew could be improved was making it more convenient for guests to print documents. As things stood, printing documents could only be done by connecting a USB memory device directly to a printer or a networked laptop/desktop. Without one, guests weren't able to easily print, which led to problems and customer dissatisfaction.

### The Solution

While replacing their old multifunction printers with Xerox® MFPs, Lindner Hotels decided to implement the Xerox® Mobile Print Solution. This innovative technology made it easy for guests to print documents from mobile devices, without having to physically connect to a printer.

This solution works on any of the hotels' Xerox® WorkCentre® 7775, Xerox® WorkCentre 7545 or Xerox® ColorQube® Multifunction Printers. What's more, since many Lindner Hotels employees work in different locations, this made printing more flexible for their workforce. To date, the Xerox® Mobile Print Solution is available at the Lindner Hotels headquarters in Düsseldorf and in their Nuremberg hotel. The other 27 hotels are scheduled to receive the installation over the next few months.

### Real Results

- Satisfied hotel guests, who can now quickly and easily print directly from their smartphones or laptops
- Provided secure printing, due to the fact that documents can only be printed after entering a code which the client received via email
- Helped employees work more efficiently with greater flexibility
- Enabled the hotel group to stand out from the competition

**LINDNER**  
HOTELS & RESORTS

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