



Leveraging technology for competitive advantage

Impress every guest on every visit

- Increase incremental revenues via proximity marketing and sales of additional services
- Reduce OpEx through robust self-service functionality and more efficient use of staff
- Build loyalty through social media and in-venue engagement
- Provide a scalable platform that expands to meet demand

What is MagiXConcierge?

A location-based services mobile application. Dedicated specifically for the hospitality sector where guests are well informed of hotel services, facilities, event & promotions. It's main aim is to help hoteliers close communication gaps between them and their guests, create an outstanding customer experience, and gain ROI. It comes equipped with a backend for administration and reports and analytics.



Why customers use MagiXConcierge

- Indoor navigation assistance
- Solution reformation
- Customer behavior analytics and heat map
- Identity management & location tracking
- Marketing content delivery
- WiFi capitalization of the entire infrastructure.
- Customer engagement and 2-way communication
- Integration into the business PMS and social media

Improved Guest Experience

- Guests drive their own experience through their devices
- Increased engagement through social media & in-venue connections
- Full awareness of and ability to engage on-demand services.

Brand Loyalty Boost within a highly competitive market

Positive Financial Impact

- Reduce operating expenses and preserve legacy investments
- Location-aware advertising, and monetized services
- Innovative revenue streams, up-selling & cross-selling capabilities

Decreased OPEX, inventive revenue, increased overall profit

Enhanced business processes

- Efficient use of staff
- Delivers actionable analytics that support smarter, faster business decision making
- Offers back-office functionality that streamlines routine administrative tasks

Continuous concentration on service enrichment

“Our guest experience is rated well in Maccab due to IPMagiX hospitality solutions and their outstanding support.”

- Fairmont Hotels

MagiXConcierge deployed on MS Azure, allows hotels to take advantage of the cloud to deliver flawless guest service



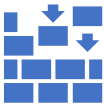
Happy Guest, Happy Hotel !

- Personalized
- Increased revenue as well as satisfaction
- Simplified Business Processes



Speed across the board

- Speed of Solution Deployment
- Speed of operation
- Speed of Scalability



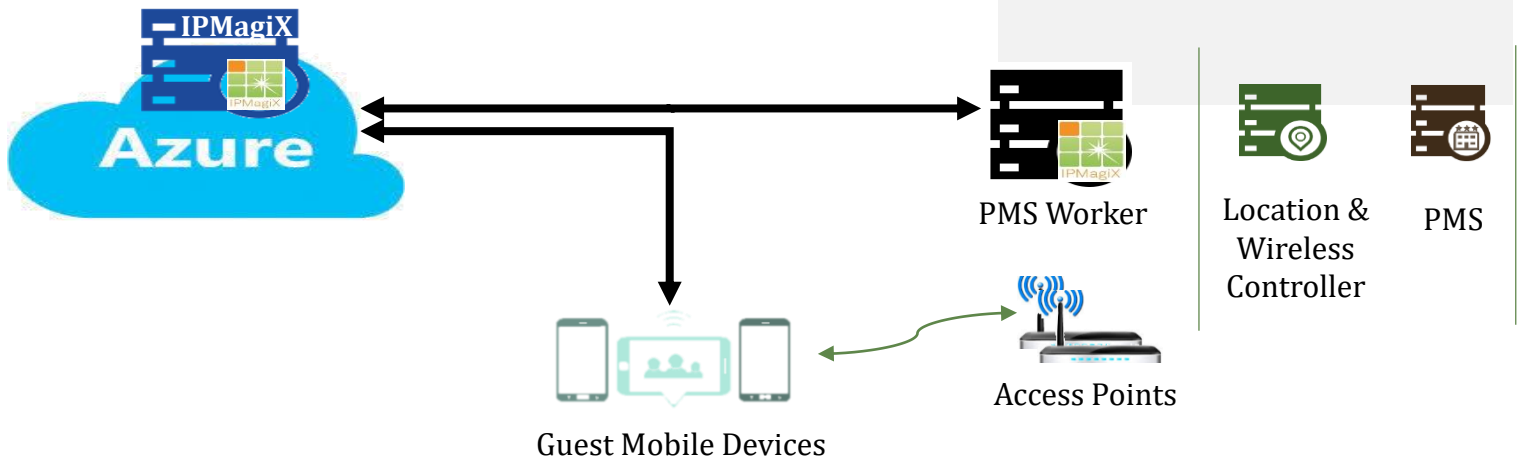
Overall Impact

- Data Security
- Capture and understand guest-generated data for accurate decision-making
- Cost Reduction

MagiXConcierge on Cloud

Our promise to you

While we prepare your hotel for IoT, we promise to help you increase competitiveness, maximize productivity, raise revenue opportunities while simultaneously improving guest service.



Tangible Benefits / Desired Outcomes

- Guest Engagement
- Gain Guest Insights
- Take Informed Decisions
- Increase Revenue
- Close Communication Gaps
- Decrease OPEX

Why IPMagiX?

Founded in 1998, IPMagiX creates solutions that empower hotels to prepare for IoT and earn revenue simultaneously. Headquartered in Egypt, and as a Microsoft Gold Communications Partner, IPMagiX has emerged as a leader of Unified Communications building a global presence. At IPMagiX, we integrate our vast experience with our highly enabling technology to create innovative solutions with ultimate flexibility, outstanding support and robust value through.