



# Celebrity Cruises

## Interactive guest services enhance the customer experience

### Challenges

- Provide an engaging digital guest services solution for a premium cruise line
- Create an interactive guest experience that boosts brand affinity and loyalty
- Deliver compelling signage, with up-to-the-minute digital messages
- Inform guests of available services, enabling sales growth
- Entertain and engage guests in new ways to improve their experience
- Empower guests with self-service systems
- Enhance the Celebrity Cruises brand
- Train crew members in a cost-effective and timely manner

### Solution

- Install 2000 Mac mini computers with 32-inch displays in staterooms
- Deploy training and custom entertainment to 1200 crew members
- Implement kiosks driven by Apple technology shipwide
- Administer the onboard production network using Apple Remote Desktop
- Deploy Nanonation CommandPoint software to drive and control video to guest services stations and kiosks

### Results

- Enhanced the guest experience
- Increased sales and reduced operational expenses
- Cultivated long-term, profitable customer relationships
- Provided timely, personalized service that empowered guests
- Reinforced overall brand and service excellence

### Profiles in Success

When the Celebrity Solstice weighed anchor in November 2008, cruise-goers experienced one of the most innovative and fascinating new ships in a decade. Conceived by Finland-born design guru Harri Kulovaara, the Celebrity Solstice delivers a refined level of elegance and novel amenities such as The Lawn Club, featuring casual outdoor activities on a freshly manicured lawn; AquaClass staterooms with integrated spa elements; and the Cellar Masters wine tasting room. Regardless of whether they want to book a lavish spa treatment, sign up for a shore excursion, or make dinner reservations in one of the ship's specialty restaurants, guests find that Apple tools are an integral part of the cruising experience aboard Celebrity Solstice.

"The Celebrity Solstice is the first in a series of five Solstice ships being built for Celebrity Cruises, and the design and amenities of the new ship class are exceptional," says Associate Vice President of Marketing and Development Brian Powell. "With our Apple solution, we are helping to bring our in-stateroom entertainment and amenities beyond what you would find with a shore-side experience of the most deluxe hotels and resorts."

### Bringing ship services to guests, digitally

In each of the 1450 guest staterooms and suites, Mac mini computers with 32-inch flat panel displays deliver an interactive experience that is not only enjoyable for guests, but also helps Celebrity Cruises enhance service delivery and promote its offerings. Mac mini, running Nanonation CommandPoint software, engages and informs guests in a variety of ways. They can view streaming video that details the services and amenities of the ship, book services and excursions, watch on-demand entertainment, preview menus, order room service, peruse and purchase photos of their adventures, and more.

Hundreds of Mac systems also power digital signage shipwide, providing important information to guests—from schedules of activities at various ship venues to required safety presentations. The ship also offers concierge information and self-service check-in and checkout kiosks to streamline services and inform guests—all powered by Mac computers.

The Mac systems are an integral part of an entire converged digital network on the ship—which also comprises telephone systems and other devices so that communications can be pushed to guests on whichever channel or device they prefer.

"On a cruise ship, it's all about entertainment and enticing guests with all of the wonderfully fun things there are to do," says Chief Information Officer Bill Martin. "Mac systems are a great platform for digital guest services because of their sleek, consumer-oriented design and user-friendly operation that enable guests to truly enjoy the experience of interacting with our guest services systems."



## Profiles in Success Celebrity Cruises

### Employee communication and training

In addition to providing the platform for digital guest services in thousands of state-rooms and all of the signage and kiosks shipwide, Apple technology is being used on the Celebrity Solstice for up-to-the-minute employee communication. Each of the 1200 crew members on the ship has access to training, custom TV channels, movies, and Internet browsing. One of the main applications is training via low-cost, convenient podcasts to keep crew apprised of the latest company procedures and policies, as well as new guest services and amenities.

### Shipside entertainment

On the back end, the ship has its own broadcast production facility to generate and deliver content for stateroom guest services, signage, and employee communications—all powered by Apple tools. The Celebrity Cruises team uses more than 40 Xserve systems, six Apple-certified storage systems, and Final Cut Pro HD to generate video content for delivery across the ship. The Xserve systems ingest content from a variety of sources, and then media professionals work to edit the content and stream it across the ship's network, either live or on demand. The Xserve systems handle on-demand video requests and also balance live video streaming loads to help ensure that guests receive a high-quality viewing experience. The systems are HD capable, and much of the content that is created and delivered on the ship is in HD to accommodate guest expectations.

### Managing a fleet of Mac computers from command central

The Celebrity Solstice crew is administering the production network on board the ship using Apple Remote Desktop to help ensure that shipwide client systems can be managed centrally with minimal IT resources. Apple Remote Desktop is also being used to push updated software images out to all of the Mac mini computers driving the staterooms and signage.

"The Mac is easy to administer and will make it easy to update content in a simple fashion across the ship's guest services systems, kiosks, and signage," says Martin. "Plus, the Mac is easy to get up and running quickly, saves us a lot of computer space because of its small footprint, and gives us an element of design and style we couldn't obtain by working with other computer vendors."

### No stranger to the Mac

The cruise line has already deployed the Mac on several of its ships for digital signage, and the results have been positive. Deployment aboard the Celebrity Solstice is a dramatic expansion of other implementations, and the results so far are stellar.

"With a digital infrastructure based on the Mac, the world of hospitality opens up—video, TV, telephone, audio, digital entertainment, music—they all become united and the possibilities really are endless," says Powell. "It's exciting to have a way to enhance the guest experience that also streamlines our service delivery, promotes our services, and, at the same time, reduces our operational expenses."

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