



WATIFY - Bruxelles

Irene Talg
December 2016



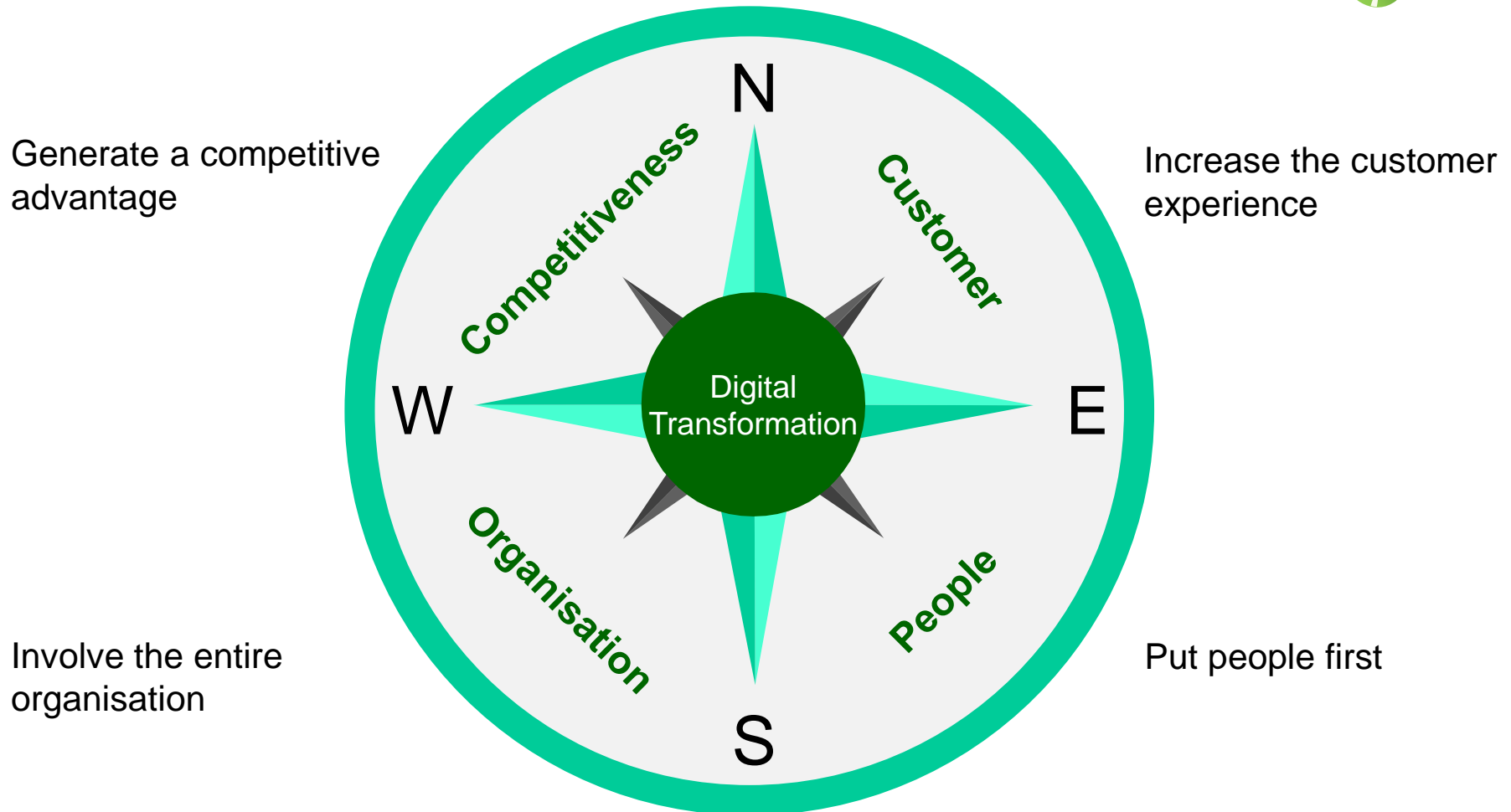
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Familia Enrique Talg
desde 1959

1959

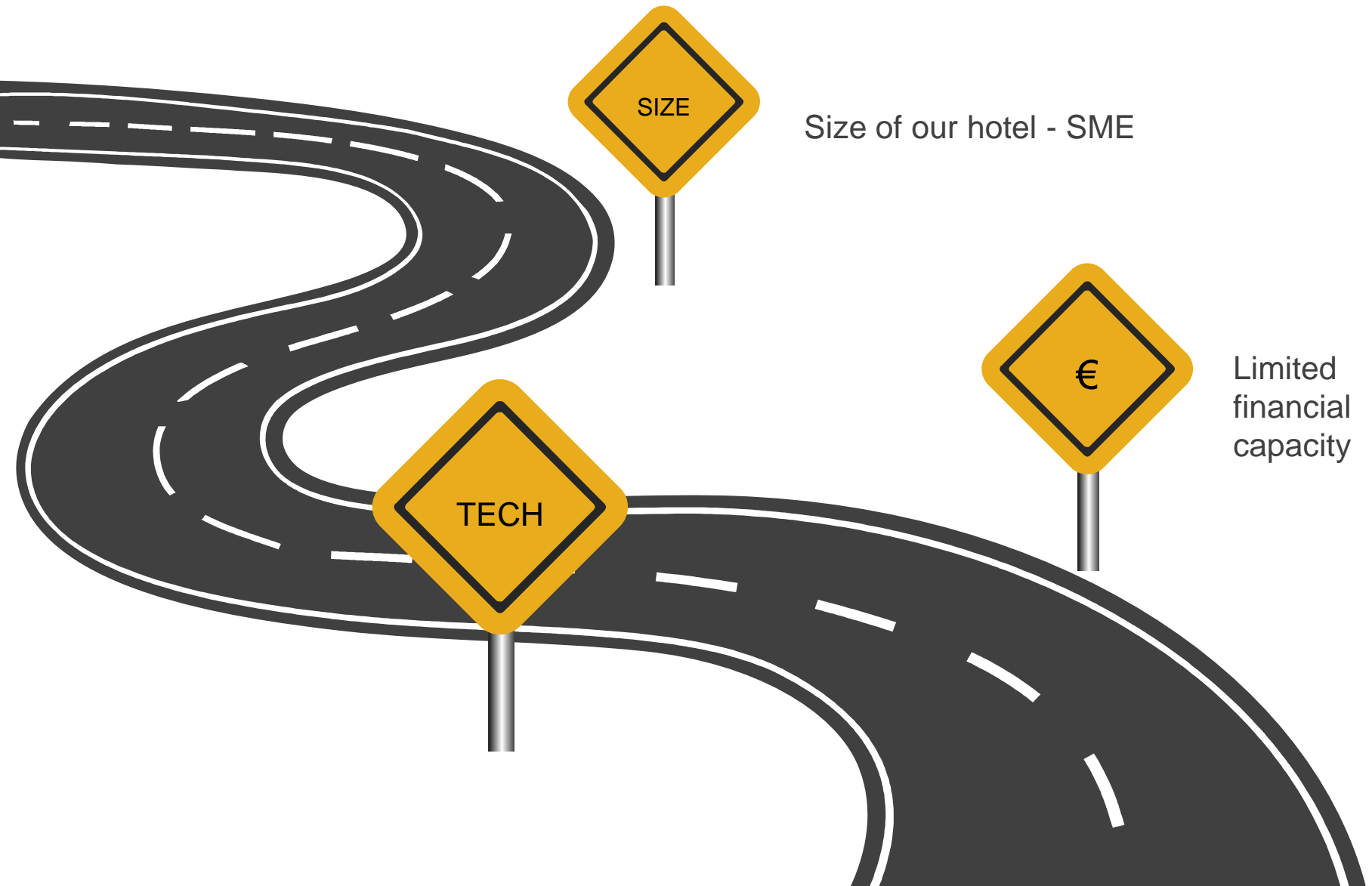


Today

Digital Transformation Approach



Digital Transformation Barriers



Digital Transformation Challenges

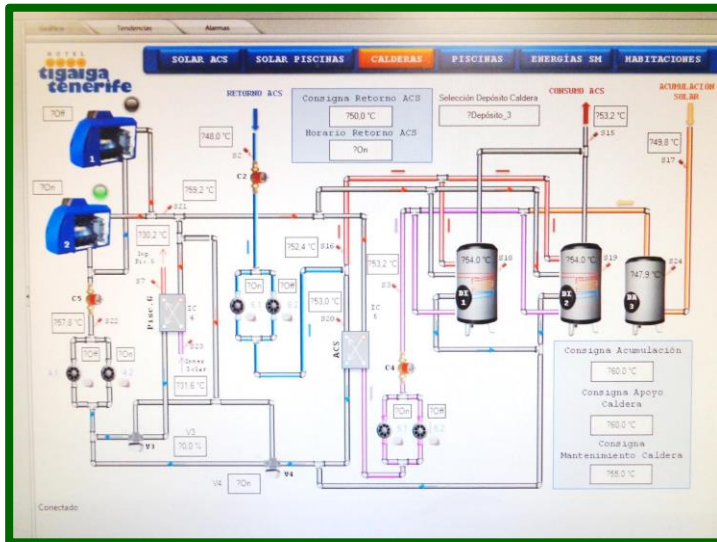
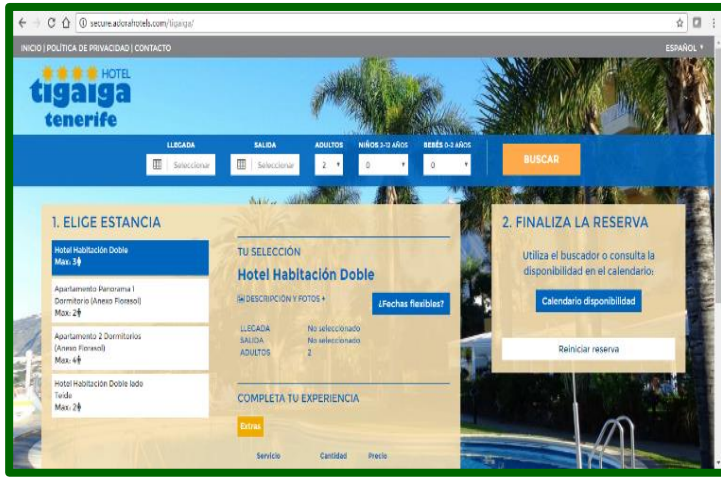


OPERATIONS PERFORMED



In the Cloud:

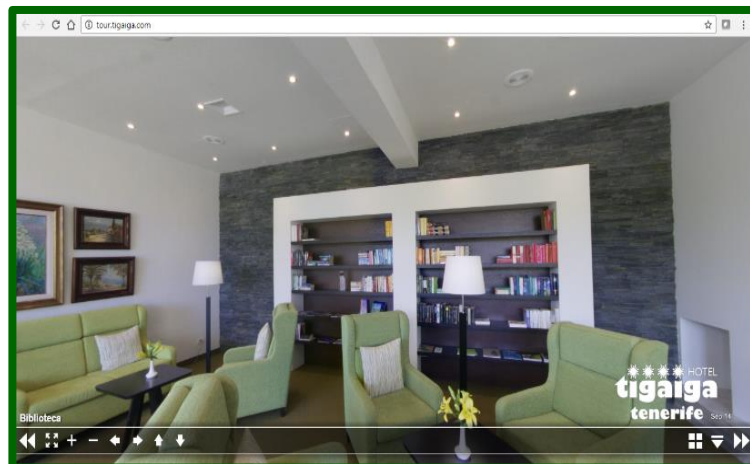
- Reservation System
- ISO 9001 / ISO 14001-EMAS
- Maintenance monitoring



NEW CUSTOMER EXPERIENCES

Digital views:

- 3D Panorama
- Virtual tour
- Earth TV





NEW SERVICES

Resort's Digital dashboard:

- Energy & Water
- Environment

Digital Garden



PLANNED SOLUTIONS





PLANNED SOLUTIONS I



Cloudify:

- ERP

Big Data Analytics:

- Customer information
- Estimations
- Predictive maintenance



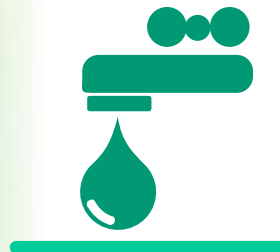


PLANNED SOLUTIONS II

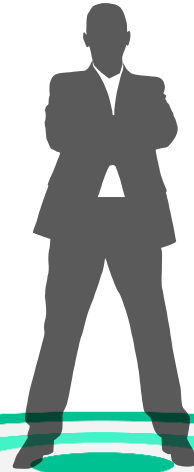


Digital Room Dashboard:

- Energy & Water
- Design
- Big Data analytics
- Link results to hotel bill



ONGOING SUPPORT RECEIVED



Hospitality Association
Santa Cruz de Tenerife

turisfera

Cluster Tenerife de Innovación Turística



Council of Tenerife