Vertical Systems Inc. Launches Next Generation of mAPPs TM Cloud-Based, Back-of-House Mobile Applications Platform for 21st Century Hotels

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*Recent advances in mobile technologies and the proliferation of mobile devices are creating new opportunities for hotel management to rethink and reshape the entire back-of-house operational process that has been largely based upon creating and filling out paper forms and manually compiling reports to assist in managing productivity, profitability and guest satisfaction.*

**Sunnyvale, CA - May 6, 2014 –** Vertical Systems Inc., the company that revolutionized hotel back-end operations with its integrated mobile applications platform, has released the next generation of its mAPPs mobile apps suite. These cloud-based housekeeping and engineering mobile applications replace ancient paper forms while providing real-time management reports, offering a strong balance between efficiently collecting data and providing the management team with specialized reporting tools, so the right decisions can be made in a timely manner.

Quality housekeeping inspections are hard work, but they will now be considerably easier and faster at hotel properties thanks to fully customizable mAPPs. This fully-supported suite of efficiency applications works on any iDevice using the hotels existing WiFi, and can transform back-of-house operations from a paper-chase to a streamlined, cloud-based process that befits a 21st century hotel.

Early results show that mobile housekeeping apps create a highly efficient back-end hotel operational system that improves the hotel’s bottom line and allows for a higher level of staff training and retention, improved consistency and guest satisfaction. Furthermore, it gives management better control and visibility into all aspects of the operational processes.

“We continuously enable hotel owners to keep up with technology by equipping their hotels with customized, real-time, mobile apps. Our partners are enjoying streamlined reporting systems, enhanced efficiencies, and increased productivity. Smart technology like this is a major game changer.” said Idris Kothari, co-founder and CTO of VSi.

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*Based in California's Silicon Valley, VSi is a multinational company that serves hoteliers with guest-facing digital lobby technologies and back-of-house mobile apps. VSi has installed its products in more than 1,000 locations in key markets worldwide, helping provide a competitive edge to hotels of all sizes, styles, and brands – including Fairmont, Four Seasons, Hilton, Hyatt, InterContinental, Marriott, Ritz-Carlton, Sheraton, Westin, and W.*

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