Future Present

Thinking Big, Starting Small

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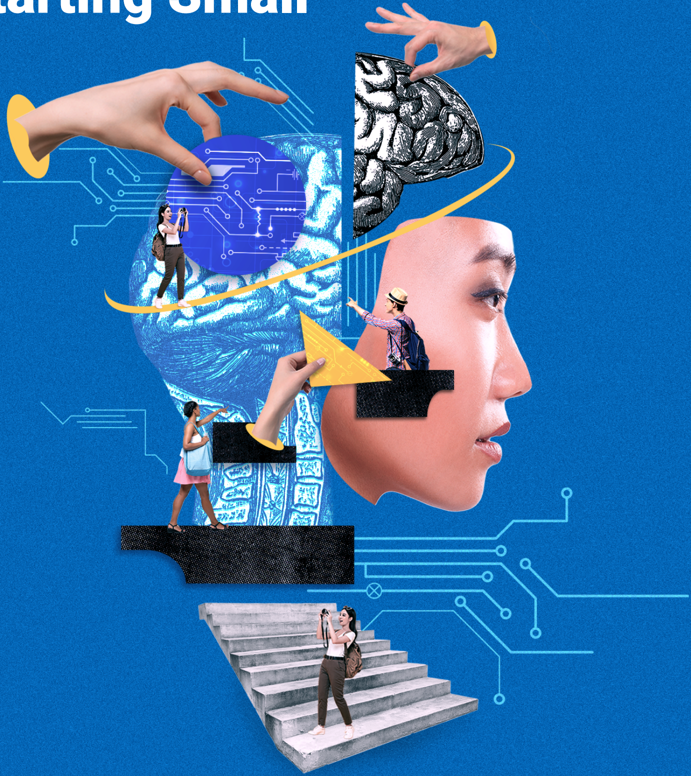


Technology adoption can seem overwhelming. There is a multitude of solutions to choose from. Tcube can help you navigate your tech adoption journey by breaking it down into more manageable pieces.

Let's start with pilots first. Whether you are looking to solve a long-term business challenge, or want to seize an untapped opportunity;

take the first step and try this process with your team.

What does the tech adoption journey look like?

1 Identify your business objective

2 Craft a challenge statement

3 Acquire the resources to meet your goals

This could be from seeking project sponsorship (by securing buy-in internally) or looking for talent (from within or outside of your company).

Best Practice Tip!

You can work with and leverage talent from startups under the Singapore Tourism Accelerator programme. They will become partners who will learn with you on your journey to achieve your pilot goals.

4 Set the scope of your pilot

Ensure that the scope is useful, measurable and achievable within the designated time frame.

5 Implement the pilot

Keep in mind there may be multiple iterations at this juncture.

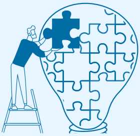
6 Learn from the pilot

Analyse the results, gather insights and derive your next steps.

7 Scale-up

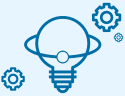
Why pilots?

Think big, start small



Opportunity to iterate before heavier commitment

Mitigate the possible risks of innovation



What makes a ‘good’ pilot?

A pilot provides tangible results and learnings to communicate the potential of a solution at scale

BE CLEAR

What is your business objective? Use a pilot to test out your hypothesis to solve a long-standing challenge, or create a new business opportunity.

1

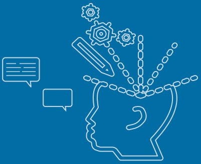
BE FORWARD-LOOKING

It is important to think long-term. Have conversations about the implementation of potential pilots while looking for tech partners. Remember to conduct feasibility/viability evaluations to ensure that, where necessary, the solution can integrate with existing systems for the eventual scale-up.

2

BE PRECISE & INTENTIONAL

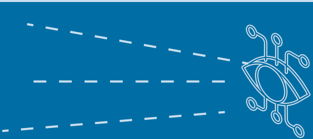
With a view of how things should work post-pilot, decide what you want to use the pilot to test and measure.



3

A

Ensure a good understanding of what the solution can do from both tech and business perspectives.



B

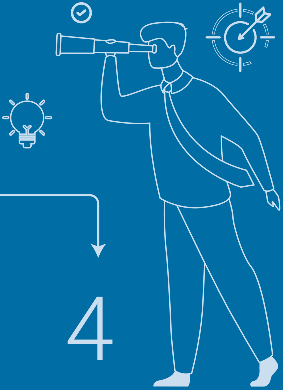
Consistently evaluate key benchmarks such as user acceptance, focus features and quality.

C

Align on key success measurements with your tech partner.

D

Learn fast. Derive key takeaways about what works and what does not, to better chart your next course of action.



BE AGILE

It is not possible to wait for a vision to be fully realised before testing it out. Start early and start small. Be ready to iterate and make adjustments to keep you on the right course.

4

GOALS TO KEEP IN MIND WHILE IMPLEMENTING A PILOT

Viability

A solution that is sustainable and brings in business returns

Desirability

A solution that your organisation or customer needs

Feasibility

A solution that considers the long-term view, while building on current operational capabilities

Best Practice Tip!

Strive towards a commercial agreement with your tech partner post-pilot to scale your solution.

ASK YOURSELF "WHAT'S NEXT?"

- What happens after the pilot?
- Can the solution be scaled up? What would it look like at full scale?
- Can the solution be integrated with existing systems where necessary?

NOTE THAT A PILOT IS NOT:

- ☒ One directional service provision by a tech partner
- ☒ Implementation of a full-fledged solution
- ☒ Implementation of an off-the-shelf product
- ☒ Free of investment

Best Practice Tip!

Collaboration and active participation are key! Work closely with your tech partner and have open conversations. Remember that the risk and reward of implementing a pilot are shared by both you and the tech partner you are working with.

EXAMPLE OF A SOUND CHALLENGE STATEMENT

Topic: Water and/or energy conservation for sustainability

WHY **Context**

As part of the organisation’s Sustainability Plan, the organisation is committed to reducing water and energy use over the next few years for its global properties.

HOW **Pilot Requirements**

Easy to implement solutions to help the organisation's operated properties reduce water and/or energy usage, at any part of the value chain.

ENABLER **Technology**

IoT, Data Analytics

OUTLOOK **Pilot & post-pilot view**

Potential test-bedding in up to 8 properties across 4 brands in Singapore

Potential scaling to 500 properties across almost 40 countries

HQ endorsement to the global portfolio

Case Studies

Mount Faber Leisure Group with Ulisse

How the pilot journey started

A Mount Faber Leisure Group (MFLG) is keen to explore new and innovative ways to enhance the guest experience, and better plan its operations based on data and insights.

B Focused on devising a real time occupancy tracking system for their cable car cabins with the Singapore Tourism Accelerator programme.

Partnered with Italian startup Ulisse on a pilot to track cable car occupancy using radar technology.

C Easy-to-install devices were placed in cable cars to detect the number of people inside the cabin and transmit data back to the dashboard.

D With this system, MFLG improve their data insights and technical requirements to enhance guest experience.

KEY OUTCOME #1

The pilot provided the opportunity to testbed new solutions

MFLG now has a better understanding of what technologies work for them, and the challenges they need to address to achieve their goals. They also have:

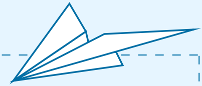
- A broader understanding of available support to implement innovations
- Greater confidence to adopt new technologies
- A team with upgraded skills

KEY OUTCOME #2

The pilot allowed MFLG to learn what needs to be improved

Following the pilot, MFLG continued conversations with Ulisse, who worked on improving the electromagnetic (EM) interference in the cabin and introduced more efficient power banks for better device positioning to capture more accurate data.

KEY LESSONS



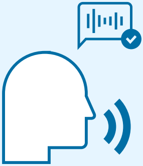
Be open to new technologies

Be agile & learn fast

Copthorne King's Hotel with WooHoo®

A One of Copthorne King's Hotel Singapore's (CKS) key transformation goals is to build an IoT ecosystem based on live demand to speed up operations and improve productivity.

B The voice assistant pilot with the Singapore Tourism Accelerator programme is an integral part of this IoT roadmap, where they are leveraging the technology to improve both productivity and the in-room guest experience.



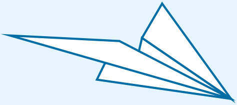
C CKS was experiencing several pain points — in particular, a tight manpower situation with long hours and processes — that IoT could possibly help alleviate.

D The WooHoo® X-Series is a Voice Assistant speaker used to improve in-room guest experience and safety. Guests can use voice commands to make facility bookings, F&B reservations, in-room dining orders, play entertainment, request toiletries, and control the lighting.

This helps to reduce staff calls, increase in-room dining by at least 30%, and provide real-time operational insights.

Following the success of the pilot for about 50 rooms, there are plans to implement the solution to more than 300 rooms in the hotel.

E Post-pilot, CKS went on to integrate the voice assistant with other functionalities, such as triggering check-in/check-out alerts and pushing guest satisfaction surveys that resulted in better survey response rates; further improving the guest experience.



• KEY LESSON •

Be intentional and have a long-term view

CKS started with an overall vision and roadmap for its transformation journey before bringing in WooHoo® for the pilot. This helped them set the pilot scope and measurement indicators with clarity — a great example of starting something small before scaling.

How can Tcube support you on this journey?

Tcube Content & Events

- Learn from the experiences of industry and tech practitioners.
- Be inspired to apply these learnings to your transformation journey.

Singapore Tourism Accelerator programme

- Receive guidance to refine your challenge statement and pilot scope.
- Develop a pilot with a selected startup, recruited from around the globe to broaden your pool of options.

Pilots can help demonstrate the potential of a solution at scale. The key is to gather actionable insights and learnings to help you iterate the best possible solution for your business. How can we testbed a solution together to push the boundaries of tourism in Singapore?

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