Synamedia
SENZA

Deliver limitless, personalised guest experiences to any screen at reduced cost

For the Hospitality industry, the limitations of on-premise and in-room devices and infrastructure have constrained business for decades. Devices, that are often under-powered and in need of updating, have hindered innovation and limited operational flexibility making it difficult to keep the on-screen experience current and engaging. In addition, on-premise devices often rely on on-site equipment that is expensive to install and maintain. The time has come to say goodbye to the limitations of traditional devices and the constraints they put on businesses.

Synamedia Senza redefines how hospitality businesses deliver on-site content and in-room entertainment. Senza dramatically reduces acquisition and operational costs as well as delivering a superior experience to guests. Available as Software-as-a-Service (SaaS), Senza slashes operational costs as businesses only pay for the time guests use the platform, so guest rooms incur no usage charges when they're unoccupied and out of use.

Simplify in-room and on-site infrastructure

Senza removes the need for expensive on-site hardware and infrastructure. The Cloud Connector connects to any display and streams everything over Wi-Fi, removing the need for cabling and on-site servers.
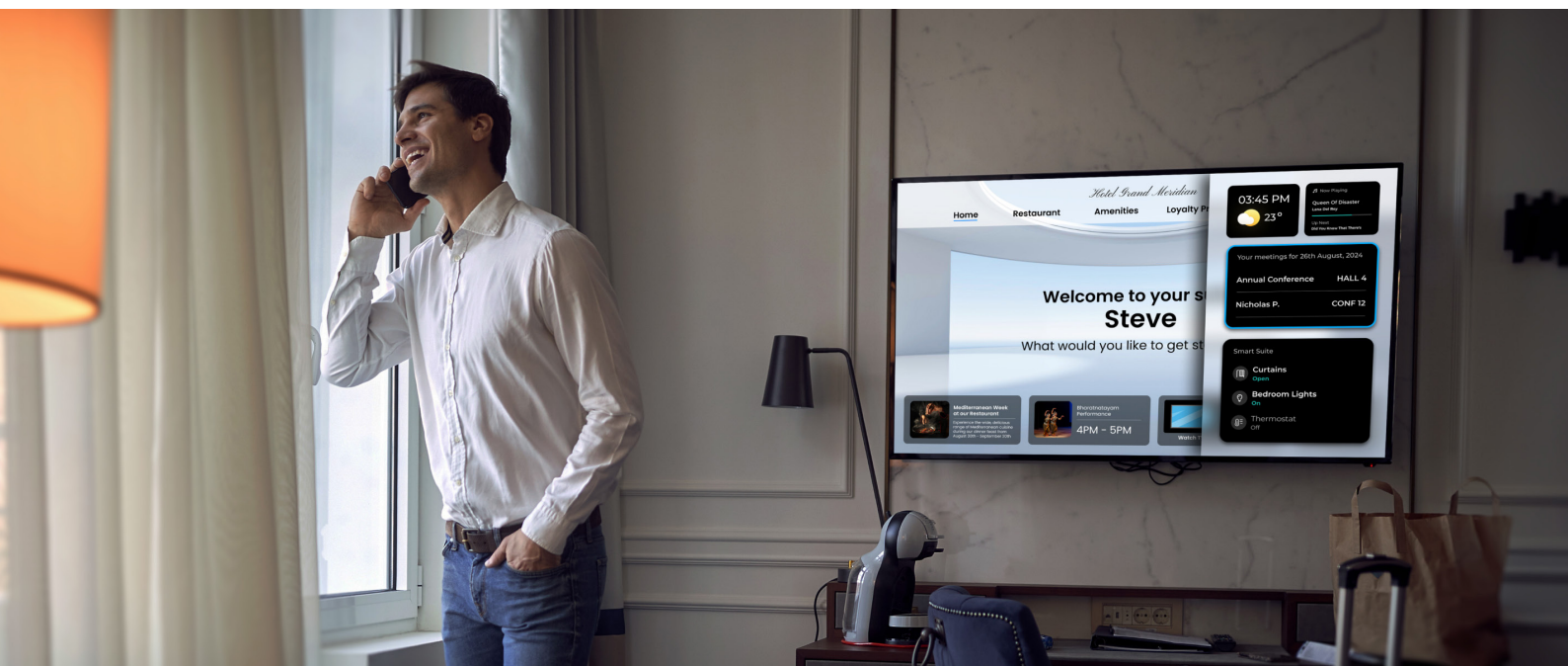
Reduce operating costs

Senza removes the need for on-site engineers and maintenance. Devices can be installed, set-up, refreshed and replaced by hospitality staff and pay-as-you-go pricing means you only pay for rooms in use.
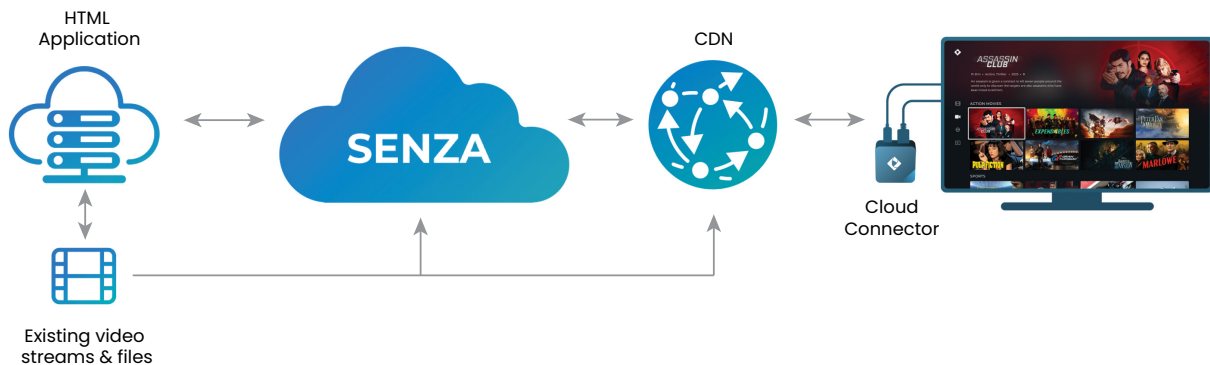
Deliver dynamic user experiences

With the user experience elevated to the Cloud, Senza enables new hospitality experiences including advanced personalisation, in-room ordering, on-site promotions, and loyalty scheme integration.

Senza changes the rules for content delivery to any screen

Synamedia Senza shifts all graphics processing to the cloud, delivering all content to a compact low-cost Cloud Connector using low latency technologies. This new, disruptive approach unlocks new experiences and operating models and reduces total cost of ownership.

Key Product Highlights

Elevate the guest experience with limitless possibilities

• Deliver cloud-rendered interfaces using HTML to any screen

• Provide dynamic, real-time updates and promotions

• Free services, and the on-screen experience, from the limitations of on-premise devices

• Offer personalised content tailored to guest preferences

Reduce costs and complexity

• Remove on-site servers and infrastructure and their associated maintenance costs

• Dramatically reduce device acquisition costs using Senza's low-cost Cloud Connector

• Streamline operations with rapid updates, personalisation, and integration with other services including loyalty programmes

• Minimise system maintenance and support expenses

• Reduce energy consumption with energy efficient Cloud Connectors

Boost guest satisfaction and retention

• Deliver high-quality, reliable in-room experiences that guests will love

• Enhance the overall guest experience with innovative features including personalisation and integration with other services

• Provide experiences that can evolve and get better over time, in the same way as other web experiences

• Unlock a competitive edge in the hospitality market that sets your business apart

Maximise operational efficiency

• Deploy changes globally, or to specific properties or guests, in seconds, as simply as updating a webpage

• Streamline operations and reduce on-site installation and maintenance requirements

• Simplify content management and guest experiences with centralised control

• Quickly adapt to seasonal or event-specific demands

Meet the Cloud Connector

The Cloud Connector used by Senza does one thing: play video. Why? Because that's all it needs to do. Everything else, including the user experience, is handled in the cloud by the Senza platform and streamed to the Cloud Connector – a revolutionary new approach that unleashes a host of new, unlimited possibilities.

Learn more about how Synamedia Senza can revolutionise your Hospitality business at synamedia.com/senza

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