



Hotel Storck | Germany

Family-operated hotel

Located in the center of Bad Laer in Lower Saxony, Hotel Storck is an ideal point from which to explore the Teutoburger Forest, one of the most attractive recreational areas in the Teutoburg region. Hotel Storck is also a popular meeting place for local companies. Guests can look forward to regional cuisine, using locally sourced and high-quality ingredients, in pleasant surroundings. The hotel has been owned by the Storck family since 1938 and is now managed by the 3rd generation.



Offering a mobile printing service to our guests has led to a noticeable increase in guest satisfaction. Implementation of uniFLOW Online Mobile Printing was smooth and fast; it was up and running within a few minutes.

Nico Stöppelmann, Hotel Manager





Customer Challenges and Requirements

■ ■ Hotel Storck has to react quickly to the requirements of its recreational and business guests. Business guests frequently need to print a wide variety of documents such as presentations, meeting notes or flight tickets. Additionally, recreational guests wish to print hiking or biking routes. The growing guest numbers has created an increasing number of inquiries so Hotel Storck was looking for a solution that would provide an additional service and benefit for its guests while simultaneously reducing the organizational effort.



The Solution

■ ■ Canon offered uniFLOW Online, a powerful cloud print solution with its mobile guest printing functionality to enable hotel guests to securely print documents themselves.

Users can use their smartphones or tablets to send their documents to the dedicated mobile printing email address or by scanning the promoted QR-code. Guests then receive a job code which they can use to unlock the device and release the print job from the user's secure print queue.



Benefits

■ ■ Mobile guest printing with uniFLOW Online is easy for guests to use. From the Hotel Manager's point of view, the time and effort required of hotel staff is drastically reduced so they can focus on guests' comfort.

Thanks to an easy to manage all-day printing service, Hotel Storck has been able to increase guest satisfaction as well.

Connected Devices

- Canon i-SENSYS MF735Cx

Software Solution

- uniFLOW Online Basic Printing subscription

