

Seamless, highly personalized guest experiences everywhere

Crafting exceptional stays with Hilton through integrated infrastructure, applications, cloud services, and data and AI capabilities.



The hospitality industry is continuously improving to meet guests' growing expectations of personalization and seamless, digital-first experiences. For Hilton, initiatives to modernize and scale innovation across your global footprint must complement your reputation for positive, guest-centric experiences.

As a long-standing partner of Hilton, our experts integrate easily with your teams. We have deep, first-hand insight into the complexity of your challenges, which strengthens our commitment and resolve to support Hilton as a trusted and strategic technology partner. Our goal is to help Hilton optimize and future-proof your guest experiences, enabling expedient hotel and room openings, resilient and secure technologies, and the integration of advanced analytics and AI. By working hand-in-hand with you, we can provide the capabilities Hilton needs to create memorable guest experiences. You'll also deliver measurable business outcomes, reduce operational complexity and increase growth in a highly competitive marketplace.





The capabilities to support Hilton's entire IT landscape as you scale, optimize and future-proof

We bring a uniquely powerful and complete portfolio of services to help Hilton drive change across its IT ecosystem.



Digital property services and connected rooms

- Seamless, secure guest experiences, including frictionless mobile check-in, digital key, and in-room controls for media and streaming services.
- Integration of analytics and GenAI into the guest experience for tailored loyalty offers and localized experiences.
- Rapid modernization and standardization of business-critical operations, including legacy and cloud-based applications.



Cloud, IT infrastructure and network services

- Modernized cloud solutions leveraging services like AWS for rapid provisioning of guest systems for new properties.
- Complete network and application visibility for increased command and control of data, reduced latency and improved application performance.
- Unified management of critical systems, such as reservation systems, OnQ PMS and CRM.
- Right-sized hosting and support for critical apps in legacy environments to enable structured technical debt retirement.



Cybersecurity, resilience and compliance

- Advanced cybersecurity driven by our AI-powered, platform-first model and secure-by-design architectures.
- Implementation of a global cyber resilience program, from core to cloud to properties.
- Embedded zero trust and a common global security framework, supporting full data governance and automated compliance across 9,000+ properties.



Guest data, analytics, applications and AI

- AI-powered analytics for increased personalization and predictive engagement at scale.
- Intelligent data analysis for real-time decision-making and dynamic demand forecasting/pricing.
- Application services for CRM and Salesforce environments, enabling AI-enabled customer views and guided guest comms.
- Roadmap of data analytics solutions for deep actionable insights to identify opportunities for new services and guest experiences.



IT services management

- Complete service management for reliable delivery, proactive issue resolution and consistent service delivery.
- AI-driven insights and intelligent automation powering autonomous workflows and seamless systems.
- High availability, uptime and robust resilience for all services and infrastructure, with early risk detection and outage prevention.





How Hilton can realize tangible benefits for guests by partnering with us

With our full-stack capabilities, Hilton can improve, standardize and connect guest experiences at scale across all properties. This will support greater efficiency, flexibility and agility while unlocking new technologies to keep up with the ever-evolving traveler needs. Your guest experiences will stay a step ahead.



Boosting operational excellence and efficiency with every engagement across all properties

With consistent system uptime and resilience, you can be confident your reservation systems and guest services will remain operational at all times. This is possible with proactive monitoring to minimize outages and support secure, real-time bookings and PoS systems.

Streamlined IT operations help reduce the cost and complexity of technology integration for faster onboarding and secure access for every property. This allows Hilton teams to focus on delivering exceptional, guest-centric innovations and experiences.



Enabling continual technology improvement to keep meeting capacity, business and guest requirements

Guest expectations and needs continue to change quickly. Your technology must keep up. Working with us, you'll balance the retirement of technology debt and full lifecycle management to reduce risk and operational complexity. At the same time, we can help you with secure, accelerated migration to modern cloud solutions for critical workloads to improve agility, resilience and scalability.

Overall, our end-to-end management of cloud, data center and networking infrastructure supports your teams with advanced new technology, systems and digital services.



Accelerating your personalized growth ambition with expanded guest services

Hilton has the perfect opportunity to drive scalable growth with advanced technology solutions that support the rapid expansion of your properties and experiences worldwide. Intelligent cloud implementation and automation bring new properties online quickly while automating routine IT and operational tasks, freeing up staff for higher-value work.

This enables Hilton to quickly roll out new guest services, such as expanded room offerings and personalized experiences, while maintaining operational excellence and cost efficiency.



Shaping innovation at Hilton to build greater engagement with all customers and guests

We bring cutting-edge solutions that can help Hilton develop innovations that deepen guest engagement across every touchpoint. AI-powered solutions in guest services and contact centers drive efficiency and real-time personalization. Agile methodologies and a co-innovation model fast-track the delivery of new products and services, from wellness and health to luxury offerings.

This ensures Hilton remains at the forefront of hospitality technology, building connected, high-quality experiences that allow guests to control their stays. You'll attract new customers and foster long-term loyalty.



A true partner for Hilton Hotels

Transparency, authenticity and a proactive approach to problem-solving define our relationship with Hilton. We understand your IT landscape and know where the biggest challenges lie — and how to maximize the opportunities.



A genuine partnership with proven trust and flexibility

We're a partner at the most fundamental level, trusted and recognized as part of the Hilton team. We work as one — to the point that our Hilton colleagues are sometimes surprised to learn we're from another business. We're proud of this collaborative connection. It adds greatly to our deep experience and understanding of your technology landscape.

This strong, long-standing relationship has been built over 13 years of reliable delivery, and we're trusted by Hilton's leaders for our flexible management of complex projects. Our unique collaborative and co-innovation approach can be tailored to your evolving needs. We will make sure the right people with the right technology and understanding of how Hilton works are in place to solve your challenges quickly.





A partner focused on the highest quality, long-term shared success and fair dealing

We're the ultimate problem-solvers, committed to delivering repeatable, measurable business outcomes over the long term for Hilton.

We bring responsive support, deep thought leadership and strategic business process advisory that goes beyond technical know-how. Our collaborative approach means we solve problems with and for Hilton. This leverages cross-sector innovation and unmatched technology expertise to deliver key results and continuous improvement over the long term.



A single partner with global reach to simplify the entire Hilton IT landscape

We cover over 190 countries with network, cloud and data center services and have both global and local teams to meet your needs anywhere in the world.

We can provide Hilton with industry-leading global network connectivity, with a high-speed, low-latency Tier 1 Global IP Network that spans five continents. This strong global framework means we can also deliver effectively to any highly specific local requirements. Our vast partner ecosystem ensures Hilton's technology is consistent, secure and scalable — wherever business grows.

Our full-stack technology offering covers all your IT needs — from network and cloud infrastructure to analytics and managed services. We are the world's third-largest data center provider, so we can support even the most critical workloads. We also invest heavily in R&D and keep our clients at the forefront of new developments.



Seamless, highly personalized guest experiences everywhere

Modernize, optimize and future- proof your digital guest experiences

For Hilton, we can deliver more than technology; we can help you drive deeper guest satisfaction, operational excellence and sustainable growth.

As Hilton continues to expand and evolve, NTT DATA stands ready to help you realize your ambitions — ensuring every guest experience is seamless, personalized and memorable, anywhere they stay with you.





Visit [nttdata.com](https://www.nttdata.com) to learn more.

NTT DATA is a \$30+ billion business and technology services leader in AI and digital infrastructure. We accelerate client success and positively impact society through responsible innovation. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group.

