



PRESS
KIT

2018

LOUVRE HOTELS GROUP LAUNCHES HLAB, A NEW ECOSYSTEM OF START-UPS AT THE CORE OF ITS INNOVATION STRATEGY

The world's 5th largest hotel group presents its new platform: HLab. The purpose of this open, flexible ecosystem is to bring the Group's strategic focus into contact more quickly with the innovative ideas of its start-up partners.

THE HLAB AT THE CORE OF A STRONG INNOVATION

Communicating and working with external innovation pioneers is a veritable challenge for a major group. Louvre Hotels Group has stepped up to the plate with a solid, open approach to innovation. For over a year, their dedicated team has provided clear strategic focus and a pragmatic collaboration method leading very quickly to shared success with the start-ups.

HLab is the name of this platform 100% dedicated to new intelligent businesses.



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We had a threefold objective when we launched HLab a year ago:

- Reach outside of the company for skills that could be valuable for the Group
- Prove that we were capable of testing, rolling out and scaling an innovative solution developed in collaboration with an external partner.
- Generate an innovative spirit internally

HLab is the first building block of our long-term innovation strategy. Today, we can be proud of what we have accomplished because we are in line with the stated objectives and ready to enter the next, ambitious phase of the adventure.

Quang Thai,
Vice President Strategy and Innovation

AN ECOSYSTEM WITH 3 VALUE CREATION OBJECTIVES



This ecosystem has 3 value creation objectives for the Group:

- **Improving the Client experience**
By meeting our clients' new needs and offering innovative services to transform the user experience: simplifying the client experience by eliminating 'rough spots', offering a seamless stay with a focus on pleasure and emotion.
- **Improving the Employee experience, in hotels and head office**
By facilitating the daily work of our personnel through innovative measures: digitalizing repetitive and administrative tasks, thus freeing time for teams to be more attentive to Clients.
- **Improving hotels' economic performance**
By choosing partners who offer new services to hotel managers, to travelers and residents, in order to generate additional revenue and develop the group's growth.

In the long-term, through their network of 7,000 hotels worldwide - including 1,000 in France -, Louvre Hotels Group and its shareholder Jin Jiang International want to establish themselves as the privileged partners of innovative players.



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Start-ups always begin by identifying a glitch and developing a specific solution. As a large group, we have the 360° vision of a generalist. The combination of these two strengths is virtuous and results in new, unique solutions, which would not be possible alone.

Lorraine Duval
Strategic Innovation and HLab
Ecosystem Manager

HLAB, DEMONSTRATING INNOVATIVE DRIVE

Using a start-up approach, the HLab project began with an original initiative. Like a POC (Proof of concept) - the first concrete accomplishment in an innovation experiment - Hlab was created in the wake of an innovation contest held last year to demonstrate the Group's ability to work with innovative pioneers.

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Step 1: Identifying issues in the field

In early 2017, a mixed steering committee was formed with 10 head office and hotel employees: multidisciplinary, all open to innovation and ready to drive change. They surveyed nearly 80 of the network's hotel directors to understand the obstacles or 'sore spots' (wasted time, money) experienced in the field. At the end of this phase, 5 major operational themes were identified. The group was ready to launch an open innovation approach to address energy consumption, optimized maintenance management, intelligent linen management, digitalizing the restaurant experience and protecting isolated workers.

2

Step 2: Finding start-ups to meet these needs

A call for start-ups was launched based on these themes. 92 applicants were considered before 7 start-ups were selected by an enlarged steering committee and other Group experts. These 7 start-ups pitched their solution in front of 120 Group employees convened for the occasion. The diverse audience including everyone from the Group CEO to the accommodations manager. Each candidate had 7 minutes to sell their ideas and 15 minutes of Q&A from the audience. At the end of the day, the winners were chosen to integrate a co-development program.

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Step 3: Maintaining Hlab's innovative drive.

Today, using its first experience as a springboard, the group is continuing this project with an ongoing process of open innovation. The result is a truly virtuous alliance with the start-ups in its Hlab ecosystem, an alliance based on co-development, co-creation and mutual acculturation.

A FEW START-UPS RECENTLY INTEGRATED INTO THE HLAB ECOSYS-

FOR BETTER OPERATIONAL
EFFICIENCY



1CHECK

Created in 2012, 1 CHECK is based on the threefold skills of its founders: Virginie Lafon, head housekeeper in a large luxury hotel in Nice and awarded the coveted Meilleure Ouvrière de France title in 2010, Pierre Lafon, specialist in mobile software solutions, and Ludovic Timbert, SAAS platform architecture designer.

Observing that hotels have not yet begun digitalizing their internal processes, they applied their broad range of professional experience, and Virginie's hands-on knowledge, to come up with a digital tool to improve hotel operations via remote management. This mobile application adapts to the specific characteristics of hotel occupations, managing the tasks involved in each one (head housekeepers, housekeepers, technicians, etc.), and improving productivity by transmitting directly clear, precise information, thus limiting downtime.

BILLEE

The idea behind Billee was a no-brainer: at a restaurant, when it's time to pay the bill, both the client and the restaurant manager want things to move quickly. However, this step lasts between 10 and 15 minutes while all the value has already been distributed and the table, still occupied, generates no additional revenue.

Billee is a mobile app for restaurant clients which enables them to pay their bill in less than a minute via an intuitive interface. Groups can split the bill between themselves by menu item, add the bill to a digital expense report and pay with meal vouchers. Billee was founded by Ghislain Rouëssé, Jan De Lobkowicz and Fernand Couto, three complementary profiles with a common goal: applying digital to improve the client experience at restaurants.

The logo for Billee, featuring the word "Billee" in a red, sans-serif font.


 QARNOT
COMPUTING

QARNOT COMPUTING

Some ten years ago, Paul Benoît, engineer and graduate of the prestigious Ecole Polytechnique, decided to develop an ecological alternative to data centers. This project led to the creation of Qarnot Computing, named after the physicist Sadi Carnot and "Q", the physics symbol for heat.

Addressing the fact that we use energy to cool IT servers while at the same time using energy to heat the rest of our buildings, Qarnot Computing made a name for itself by developing a ingenious heating system that uses heat generated by micro-processors.

Today, this start-up is the digital brain of the building offering a platform combining multiple sensors to revolutionize the client experience in hotel rooms and the operational process for the hotel manager.

FOR BETTER OPERATIONAL EFFICIENCY

MYMANU

Founded in 2014, Mymanu is a Manchester-based start-up created by music fan and ex-aeronautics engineer, Danny Manu. Mymanu has developed intelligent wireless earphones which offer not only high quality sound but instantaneous voice translation.

Thanks to artificial intelligence, this start-up developed its own system of translation. This solution is being adapted to hotel operations to enable Louvre Hotels Group teams to communicate in real time with international clients, in no fewer than 37 languages. Clients will be able to communicate in their native tongue via a dedicated microphone and interactive screen. Winner of the CES Innovation Award 2018, Mymanu developed this hotel solution to support all Louvre Hotels Group employees, facilitating communication with international hotel clients to provide a better experience, make them feel more at home and keep them coming back.


 mymanu


 onepark

ONEPARK

Un automobiliste perd en moyenne un an de sa vie à chercher une place de stationnement.

Gilles Latouche and David Vandeborn decided to do something to reverse this trend by developing Onepark, an online parking platform. The 100% digital process is simple: compare, reserve and park your vehicle in a secure spot. In fact, this service puts drivers looking for a place to park in communication with Louvre Hotels Group hotels.

With over 1,000 car parks in 275 towns and cities in France, Spain and Belgium, Onepark is the leader of online parking reservations.

TO GENERATE ADDITIONAL REVENUE

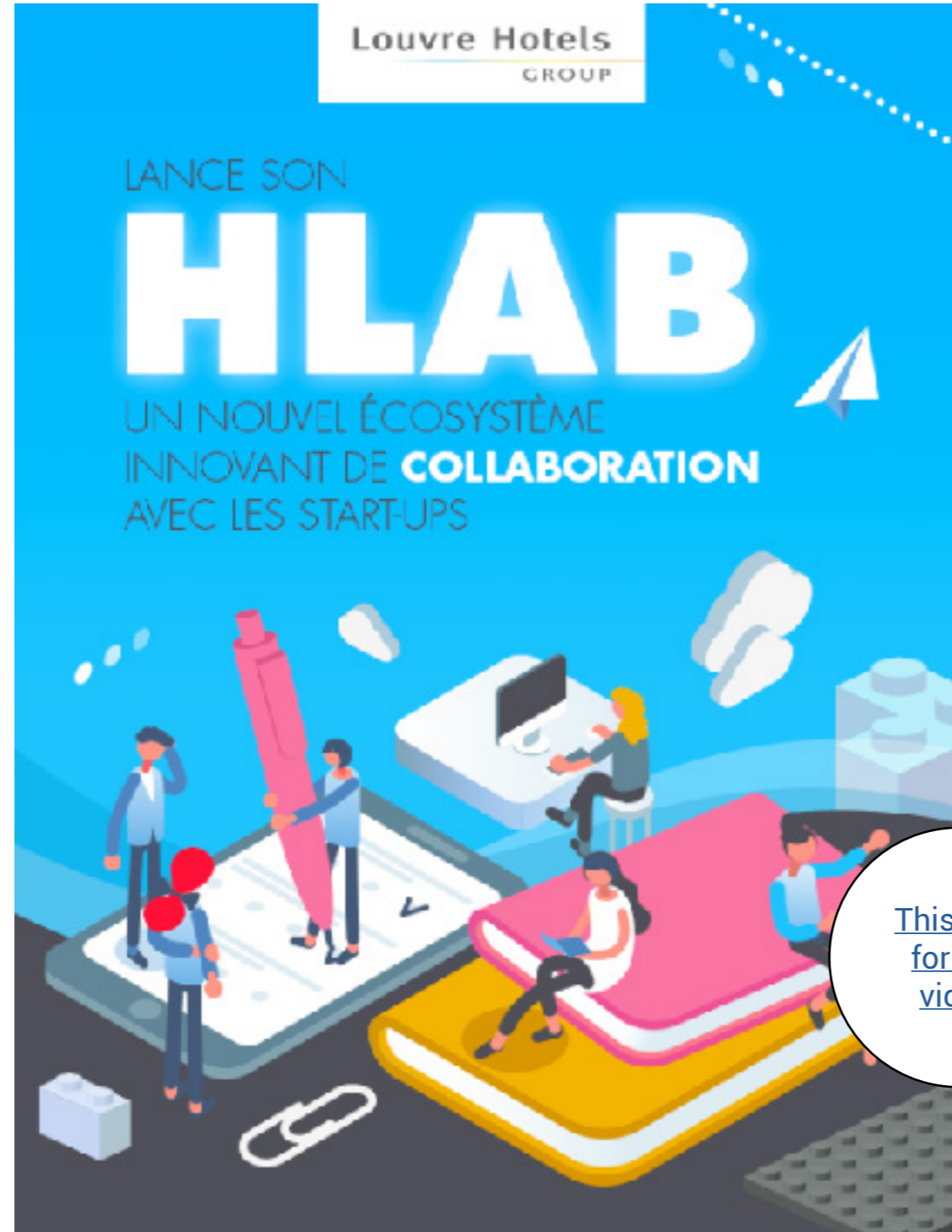
NANNYBAG

Launched in 2016 by Matthieu Ballester and Samir Senouci, Nannybag offers an innovative secured luggage storage service around the world. This start-up enables travelers to leave their bags for a few hours in partner hotels and businesses (called Nannies) in order to be free to enjoy their day. On the flip side, this enables businesses and hotels to monetize their unused space, increase flow by attracting potential customers into their establishments and, finally, to generate additional revenue.

After just 2 years, Nannybag operates in over 150 cities in Europe and the United States, and the partnership with Louvre Hotels Group dovetails into the logical, mutually-beneficial development process between a young start-up and the hotel group.

In September 2018, Nannybag and Louvre Hotels Group were attributed the Large Company / Start-ups Relations Award, sponsored by the IE Cl


 nannybag



An artistic rendering of Hlab

[This way for the video](#)

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hospitality sector, with a current portfolio of 2,650 hotels in 53 countries.

It offers a full range of 1- to 5-star hotels within its historic Louvre Hotels Group: Première Classe, Tulip Inn, Kyriad, Campanile, Golden Tulip, Royal Tulip; the 5 Sarovar network brands in India, the Hôtels et Préférence group, as well as the Chinese brand Metropolo.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 5th largest hotel group. www.louvrehotels.com/fr

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