

HOSPITALITY

IP AT YOUR SERVICE



Alcatel Hospitality Solutions

Alcatel, the IP Communications leader



NEXT GENERATION HOTEL SOLUTIONS

FAST CHANGING BUSINESS

The hospitality business is changing faster than ever before. The number of business people and tourists traveling to and around Asia is on the rise. Is your hotel ready to catch this growth by attracting increasingly demanding guests with new services? At the same time, how can you compete effectively against the numerous newly built motels and boutique hotels? Finally, how can you differentiate your hotel by offering personalized services to this new wave of guests coming from all around the world?



BETTER GUEST EXPERIENCE

Your guests want personalized services, fast answers, first call resolution and access to advanced communication and entertainment applications.

NEW AND INCREASED REVENUES

Guests are demanding more services (advanced information services, Internet related services, customized in-room services, entertainment services) during their stay. These services can easily become the new sources of revenue that hotels have been looking for.

SMART HOTEL OPERATIONS

Your staff and executives need mobility and collaborative solutions that keep them connected and available, provide access to information in real time, and ensure easy interactions with guests and colleagues.

HOTEL OF THE FUTURE

As a leading provider of communication solutions to small, medium and large hotels and resorts worldwide, Alcatel offers next-generation communication applications such as **Contact Centers, Unified Communication, advanced IP Telephony, and IP Networking products**. Alcatel IP Communication solutions deliver an enhanced competitive edge to your business by **improving guest experiences, generating new revenues and ensuring smarter hotel operations**. Together with Alcatel, you can shape tomorrow's competitive landscape today by turning your business into the hotel of the future.



IMPROVE GUEST SERVICES



GUESTS WANT MORE

Running a hotel is a tough business. Today's guest expects nothing less than a home from home or an office away from the office. Comfortable furnishings, good food and friendly staff are just the beginning. Business travelers and tourists want user-friendly communications that offer more than a link to reception and wake-up calls. Nowadays, they expect everything from a direct line to their room, personal voice mail system and customized voice guides, to desktop phones in their own language, wireless Internet services and even mobile handsets.





Services	Communication Solutions	Example
PERSONALIZED SERVICES	<p>Guests can get user-friendly welcome messages, voice guides, hotel services, a telephone display in their own language (European languages, Chinese, Korean, Japanese, etc.) and individual or group wake-up calls. It's time to offer what they want: guest-centric services.</p>	
FAST SERVICE DELIVERY	<p>By pressing a single button, guests are in touch with the Hotel's Service Center, which will take care of any request they have. A short message with the room number and task to complete is automatically dispatched to a staff member's mobile device. It's simple and efficient.</p>	
DIRECT ACCESS TO HOTEL SERVICES	<p>From the Alcatel IP Touch phone on their desk, guests have access to hotel services such as opening hours, restaurant booking, weather reports and flight schedules. They can even use video to monitor their children playing in the room next door. They can also send e-mails or Short Messages from the integrated keyboard. It's so powerful, yet so easy to use!</p>	
ADVANCED BUSINESS SERVICES	<p>Guests have their own direct phone number, personal voice messaging and a mobile handset so they are reachable outside their hotel room or even outside the hotel itself. More advanced communication services are also available; such as Unified Messaging, and Voice, Data and Video Conferencing.</p>	

INCREASE STAFF EFFICIENCY

REAL-TIME INFORMATION

Hotel staff need to optimize their daily tasks and work efficiently. They need permanent updates on room status so they know if a room is occupied or not, needs a new light bulb or is ready for cleaning as soon as the guest leaves. Even reception needs to know which guests do not want to be disturbed. Using mobile handsets allows staff to be reached or notified any time, anywhere so they can always deliver the best service.



Profiles	Communication and Mobility needs	IP Communication Solutions
 <p>FRONT OFFICE</p>	<p>Front Office: Operators, call center agents, front desk employees are responsible for customer service. Communication is their job and the most important factor is their ability to access central resources in real time to quickly serve business travelers and tourists alike.</p>	<ul style="list-style-type: none"> ▪ IP Communications server a secure, open and scalable IP-PBX platform, providing telephony and mobility services.
 <p>OPERATIONS</p>	<p>Operations: This population includes floor managers, security, maintenance and housekeepers who spend their time roaming inside the hotel. All these people must stay constantly accessible and use communication systems that provide real-time notification capabilities for faster service delivery.</p>	<ul style="list-style-type: none"> ▪ IP Contact Center solution offering from basic voice call routing to multimedia interactions. ▪ Cellular Extension providing corporate telephony services on any mobile phone.
 <p>BACK OFFICE</p>	<p>Back Office: Staff from finance, logistics, human resources departments spend most of their time at a desk using task-specific business applications. In the same way, project managers and sales and marketing teams need to communicate and collaborate with their customers and suppliers.</p>	<ul style="list-style-type: none"> ▪ IP Unified Communications supporting web Softphone, Unified Messaging, Call routing and screening, multimedia conferencing.
 <p>EXECUTIVES</p>	<p>Executives: Hotel executives spend on average one-third of their time in their office, one-third within the hotel and one-third of their time outside. They need fixed and mobile communication tools and access to reporting applications, hotel management systems and multimedia conferencing facilities.</p>	<ul style="list-style-type: none"> ▪ IP Application Phones offering color display, keyboard, Bluetooth and XML services. ▪ Mobile Handsets (WiFi/DECT) ensuring on-site mobility with real-time message notification capability.

MAXIMIZE RETURN ON INVESTMENT



MOVING TO IP COMMUNICATIONS

Converging telecom and IT networks in an IP solution means less cabling, fewer technical hitches, less troubleshooting, and identical service levels across the organization through centralized resources. But going IP does not necessarily mean throwing away existing equipment. With Alcatel, and only with Alcatel, you decide on the pace of your migration - workstation by workstation, room by room. Or you can implement IP across the entire Hotel all at once. It's entirely your decision.

What is the economic impact of IP Communications?

- Shared bandwidth in multi-site networking yields 5 to 30% savings in subscription and communication costs
- Centralizing applications yields 5 to 20% savings in carrier subscription and communication costs
- Integrated management of data and voice networks yields 10 to 40% savings
- Centralized maintenance, upgrades and related operations yield 5-20% savings
- Moves, adds, and changes (MACs) yield 20 to 0% savings - 30 to 60% savings in cabling!
- Smooth migration path yields 20 to 50% savings in PBX annual hardware investment

ALCATEL HOTEL SOLUTIONS

Alcatel **OmniPCX Enterprise** is a leading IP Communication Server which has been designed for the hotel industry with your needs in mind. Alcatel **OmniPCX Enterprise** is perfect for medium and large hotels and resorts.

Incorporating the latest technologies (Linux, XML, SIP, VXML), Alcatel **OmniPCX Enterprise** is based on open standards (SIG, DPNSD), provides a pure software communication management platform, and offers the highest available levels of **reliability** in real-time telecommunication: an unmatched 99.999%.

The **scalability** of Alcatel OmniPCX Enterprise allows any number of users (from 10 to 50,000) or guest rooms to be connected across multiple sites.

The **architectural flexibility** of the solution minimizes investments with a complete choice between dual IP and TDM and ensures interoperability and standard openness. As a result, you can migrate smoothly at your own pace and where it makes economic sense.

You get **simplified management** thanks to having one identical communication software across the enterprise, fully unbundled from the underlying infrastructure. OmniVista uses a single, open management platform to monitor both the voice and data environment.

Intelligent networking provides the benefits of cost reduction mechanisms to all users across sites. For instance, ARS (Advanced Route Selection) is available from any site without having to duplicate the software in each site.

ALCATEL SOLUTIONS FOR HOSPITALITY

ALCATEL, THE LEADER

Alcatel is a worldwide leader in telecommunications and Internet technology. Alcatel designs and engineers innovative, best-of-breed technology that has won awards and satisfied customers around the globe. Alcatel is a primary source of new technologies for the communications Industry and has over **25,000 relevant technology patents**.

EXPERTISE & EXCELLENCE

Alcatel is first in IP-PBXs in Europe, sells in 130 countries worldwide, and supports **500,000 enterprise customers**.

TECHNOLOGY LEADER

Our **Omni product family** is the most highly awarded set of IP communications solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovation and its implementation of open standards.

SERVICE & SUPPORT

Successful IP solutions need to be accompanied by solid service offerings. Fortunately, you have access to a highly skilled Alcatel Professional Services team which works with you and your business partner to customize the Alcatel solution to your current and future hotel environment.

FRONT DESK SERVICES

- Simplify your operation transaction and make information easily accessible thanks to the link between your front office and your communication system;
- Quick check-in with key information;
- Complete check-in with additional information (name, language, DID, etc.);
- Direct guest calling by name or by room call keys;
- Global overview: room availability, room telephone, room status;
- Knowledge of language spoken by guest;
- Pre-check-out before guest's departure;
- Check-out at guest's departure;
- Secured access to hotel features.

GUEST SERVICES

- Direct incoming calls to the room's phone;
- Dynamic DDI (Direct Dialing In);
- Automatic allocation during the check-in;
- Memo ticket for the guests to remember parameters like password, DDI number;
- Direct access to hotel services (front desk, bar, restaurant, taxi) by predefined keys;
- Voice prompt for guidance in language of guest's choice.

DO NOT DISTURB / WAKE UP

- Do not disturb or wake-up calls programmable from the guest's phone or hotel operator (even during conversation);
- Individual or group wake-up call.

MAILBOX

- A voice messaging service with notification on the guest's phone.

ROOM STATUS

- From the desk terminal: overview of all the rooms, display of a room problem (3 coded digits), ticket printing on the fly;
- Status modification from the room terminal or from the hotel console;
- Possibility to program an automatic daily status change.

MOBILITY

- Phone booth: print-out of a metering ticket or assignment of the charges to a room;
- Password: used by the guest to lock his station;
- Mobile Terminals (DECT/WiFi): Terminals allocated to rooms or administrative/ service people.

PREPAYMENT SERVICES

- Prepayment defined during check-in
- Audible alarm to warn when the threshold is reached;
- Choice to cut off or continue the call;
- Emergency numbers still allowed when deposit becomes null or negative;
- Bill printing customized with or without prepayment.

COST CONTROL

- Call cost computing for hotel and detailed billing;
- Least-cost routing and efficient call accounting reduce cost and give your guests better rates or increase your revenues.



Alcatel **OmniPCX Enterprise**

ALCATEL CUSTOMERS INCLUDE...



THE LUXE MANOR

Established 2006

THE WIRELESS HOTEL

With abstract interiors and high-tech features such as wireless IP Telephony and High Definition Television on-demand, the Luxe Manor is the most advanced hotel in Hong Kong, perhaps in the whole Asia Pacific region. The Luxe Manor is Kowloon's first designer boutique hotel with 14 floors and 159 rooms that have been designed to appeal to a uniquely stylish segment of luxury leisure and business travelers.

The hotel required a reliable and scalable communication solution to enhance their service level and provide both guests and staff with mobile applications and services. Leader in IP communications, Alcatel proposed a solution based on its leading edge IP-PBX platform together with 200 Mobile IP Phones that will leverage the hotel's Wi-Fi infrastructure. Thanks to hundreds of Wireless Access Points installed throughout the hotel, guests will no longer use desktop phones but only wireless IP handsets!

Today, the Luxe Manor is the pioneer of a long trend of "Boutique Hotels" in Asia which require Guest-Centric solutions. Alcatel is proud to be the trusted partner chosen to provide this unique IP Communications solution to The Luxe Manor.



MERITUS
HOTELS & RESORTS
君华酒店集团



SOCIÉTÉ DES BAINS DE MER
MONTE-CARLO



STEIGENBERGER
HOTELS AND RESORTS



Le MERIDIEN



SOCIÉTÉ DU LOUVRE



INTERCONTINENTAL
HOTELS & RESORTS



FOUR SEASONS
Hotels and Resorts



Note: The list of Alcatel customers is not limited to the names above and it can be modified anytime.

BROADEN YOUR LIFE

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