



# COMMUNICATIONS SOLUTIONS LEAD THE HOSPITALITY INDUSTRY

INTO THE FUTURE

Alcatel enhances operational efficiency  
and takes guest satisfaction to new levels

FAKES  
HYATT

GRAND  
HYATT  
DUBAI

  
Sungate  
Port Royal  
de luxe resort hotel  
BELDIBI • KEMER • ANTALYA

  
Hilton

The hospitality industry, where revenues are driven by guest satisfaction and brand loyalty, is highly competitive. Efficient and reliable internal communications and workflows are key to increasing revenues. In addition, advanced communications solutions form the backbone of a wide range of guest services, ranging from Internet and telephony services to instant billing and increased availability during the guest's stay. Alcatel provides flexible and comprehensive solutions, ranging from integrated voice and data solutions to complete network infrastructure, which help organizations meet guest expectations and achieve optimal operational efficiency.



The communications department is the nerve center of any organization in the hospitality industry. If you do not have a properly functioning communication management system, you may lose out on customers. Moreover, it will have an adverse effect on operations. As a result, Hilton International spares no effort in choosing communication systems that support both guests and the internal operations.

**Orthodox Tefera, Regional IT Manager, Hilton Hotels Africa and Indian Ocean**



### **Communications structure fundamental to hotels' success**

In the hospitality industry where service levels are of critical importance, communications structure plays a fundamental role. It is essential to have a reliable and efficient workflow, both for the front- and back-office. Communications are also part of the service package that both business and tourist guests have come to expect. Personalized telephony with a direct line and a personal mailbox, wireless Internet connections, integrated billing functions – all are standard services that hotels have to offer if they don't want to lose out on business opportunities, even though the days of communication services as a significant source of revenue are over.

As Alcatel has proven, an investment in innovative voice and data solutions can deliver benefits at every level of the organization. Guests' requirements are met, while operational productivity is improved and new opportunities for revenue are created.

### **Meeting ever-increasing expectations**

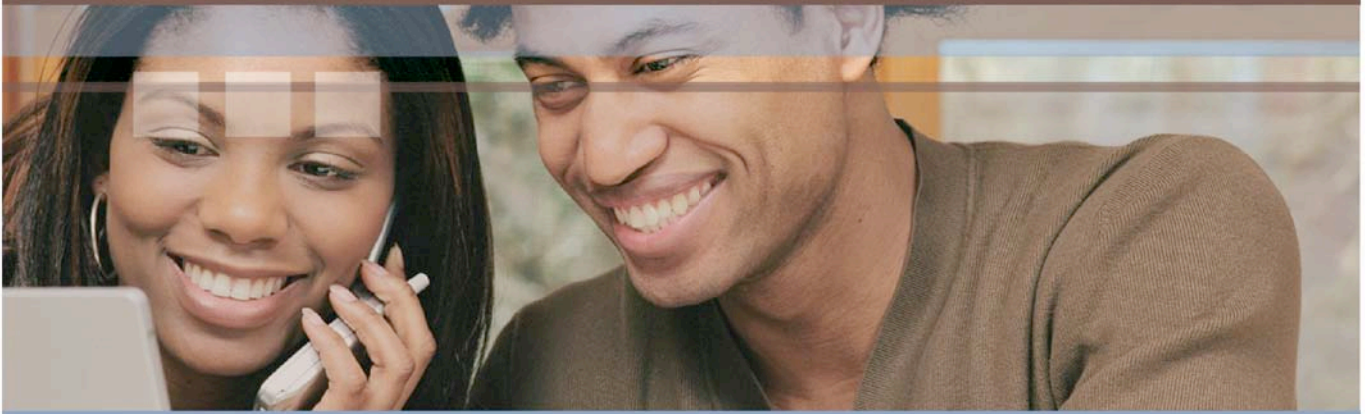
Running a hotel is a complex business; satisfying guests even more so. In order to manage hotel operations properly, it is essential to set up a flexible voice and data communications network within the organization. The workflow must be organized in such a way that it can track every action that takes place. In addition, any request or action needs to be

acted upon immediately, whether a request for room service, checkout or to signal a problem with the operation of the hotel.

Orthodox Tefera, Regional IT Manager for Hilton Hotels for the Africa and Indian Ocean region, explains: "The communications department is the nerve center of any organization in the hospitality industry. If you do not have a properly functioning communications management system, you may lose out on customers. Moreover, it will have an adverse effect on operations. As a result, Hilton International spares no effort in choosing communication systems that support both guests and the internal operations."

Guests expect increasingly higher levels of service and functionality and business guests in particular expect to find all the functions required for their work when and where they need it. Personal voicemail, direct numbers, multilingual voice guides, a high-speed Internet connection and even WiFi wireless Internet access are rapidly becoming standard requirements.

Some of these services offer new opportunities for revenue – this is of particular interest given that standard telephony is no longer the source of revenue it used to be. With cell phones and international roaming or even local cell phone rental services, travelers are no longer prepared to pay the high telephone rates hotels used to charge. Expanding the communication services offered creates new revenue possibilities.



## Different requirements lead to customer-satisfaction goal

The voice and data requirements of hotels differ according to the customers they target. A city business hotel, like Park Hyatt Zurich in Switzerland, is a different venture from a tourist resort, such as the Sungate Port Royal Deluxe Resort Hotel in Turkey. Generally, city hotels want to offer a wider range of specific business services to their business guests, while resort hotels require solutions such as DECT telephony that offer expanded coverage, higher availability and mobility to their guests.

Park Hyatt Zurich, a relatively small city business hotel with 142 rooms including 12 suites, required new technology to serve the modern business traveler. Hotel management also wanted a solution that included a comprehensive and integrated management tool. They opted for a complete, state-of-the-art voice network, including configuration and accounting modules, with further links to the onsite alarm servers and integrated subsystems, such as minibar, parking and room key. In addition, all the public areas were equipped with WiFi wireless Internet access and the hotel's management and floor staff were provided with a solution that offered them mobile communications.

When the design and planning started for the Sungate Port Royal Deluxe Resort Hotel, the first 7-star hotel in Turkey, which opened on April 1, 2005, the requirements were limited to standard telephony and Internet provisions.

The hotel offers 3,300 beds spread across 1,174 units, including villas, terrace houses and a main building, covering a 200,000 m<sup>2</sup> area, with its own 950 meter private beach.

It was during the two-week negotiation period that Turkish Alcatel Business Partner Sistaş convinced Port Royal of the need for a more complex solution that could handle the advanced voice and data capabilities appropriate to a 7-star hotel, such as wireless Internet access and DECT telephony.

Although the goal of every hotel is similar – to satisfy guests while making a profit – requirements vary, depending on the hotel's location, target audience and standard of luxury. These are all decisive factors in the integration of voice and/or data communications solutions.

## A fully integrated back-office solution

At the heart of Alcatel's solutions for hotels is the Alcatel OmniPCX Enterprise communication server, or the Alcatel OmniPCX Office communication server, for smaller hotels up to 120 rooms. These servers offer a solid and reliable backbone for all the necessary communication applications. In all cases, the back-office voice and/or data solutions will be integrated into the front-office application, like for ex. Fidelio Opera. Such integration leads to more efficient operations and management of all aspects related to the network. For example, from the front desk it is possible to manage minibar tabs, room key usage and parking, resulting in swift and hassle-free checkout.

Park Hyatt Zurich, in its search for a solid voice network, was convinced of the capabilities of Alcatel solutions by local Alcatel Business Partner Swisscom Solutions AG. Swisscom Solutions AG proposed a complete and up-to-date voice network, based on the Alcatel **OmniPCX Enterprise** communication server and managed through the Alcatel **OmniVista 4760 Network Management for Enterprise IP Telephony**. The required configuration and accounting modules were added, as well as links with the onsite alarm server and subsystems.

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> Guests, both business travelers and tourists alike, have increasingly higher expectations when it comes to services on offer.

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All rooms were fitted with six connections: digital telephone connections for the desk and both bedsides, with Alcatel 4010 Easy Reflexes and Alcatel 4020 Premium Reflexes digital handsets; an analog telephone connection in the bathroom; an analog fax/modem connection; and an Ethernet connection. To eliminate mobility and availability problems, management and floor staff were supplied with Alcatel **Mobile 200 Reflexes DECT** handsets with integrated short messaging. Finally, the public areas of the hotel were equipped for WiFi high-speed wireless Internet access.

In addition to praise for the network itself, Thomas Markovic, Director of Engineering at Park Hyatt Zurich, stressed the importance of the Alcatel Business Partner: "Alcatel is our preferred supplier, largely thanks to Itelpro Solutions AG\*. Itelpro Solutions AG\* has been extremely supportive and has put in great effort where needed. Their one-face-to-the-customer policy means we have been dealing with one single person, from quotation through installation and testing, to maintenance and support. People and companies would be extremely happy if they always received this level of service." (\*Now part of Swisscom Solutions AG)

## CHALLENGES faced by hotels

- Improve services to guests and increase guest satisfaction
- Streamline operations and increase efficiency
- Create opportunities for increased revenue

## Typical SOLUTIONS for the hospitality industry

- Alcatel **OmniPCX Enterprise/Office** communication server
- Alcatel **OmniVista 4760** network management
- Alcatel **OmniSwitch** (for data)
- Digital and analog handsets
  - Alcatel 4035 Advanced **Reflexes**
  - Alcatel 4020 Premium **Reflexes**
  - Alcatel 4010 Easy **Reflexes**
- Integration with front office application, paging and/or alarm servers, and subsystems for parking, room key, minibar, etc.
- Internet connections: analog, Ethernet and/or WiFi wireless nodes
- DECT telephony, with Alcatel **Mobile 200 Reflexes** DECT handsets, for increased mobility and availability

## BENEFITS for hotel guests

- More customized service, according to personal and/or professional needs
- Swift check-in and check-out
- Better all-round customer experience, resulting in increased brand loyalty

## BENEFITS for the hotel

- Centralized network with open architecture for easy management
- Simplified transactions
- Increased efficiency resulting in higher productivity
- Improved mobility and availability
- Higher revenue opportunities



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**Thomas Markovic, Director of Engineering, Park Hyatt Zurich**



At the beginning of November 2004, Hilton started the installation of a complete Alcatel voice solution at the Hilton Addis Ababa, in Ethiopia's capital. The existing 15-year old communication server was no longer able to support the needs of guests and some of the necessary upgrades were simply no longer available. At the same time, the entire hotel was re-cabled. Alcatel has long been the preferred installer for Hilton's communication systems in the Africa and Indian Ocean region. With the exception of two, all Hilton hotels in the region have installed Alcatel communication servers. The Hilton Addis Ababa was the fourth to install a voice solution based on the Alcatel OmniPCX Enterprise communication server.

Orthodox Tefera explains why: "The Alcatel solution is preferred in Africa because of its high visibility and the presence of Alcatel Business Partners in nearly all the countries where we have hotels. Alcatel has a good reputation in the African market and has very good compatibility. In addition, the choice to select an Alcatel solution for the Addis Ababa Hilton was reinforced by the reputation of Alcatel Business Partner MFI Office Solutions, which has extensive experience within the hospitality industry in Eastern Africa."

Meanwhile, Alcatel Business Partner Sista successfully completed the installation of a complete and integrated Alcatel voice/data network at the Sungate Port Royal Deluxe Resort Hotel. Based on the Alcatel OmniPCX Enterprise communication server and the Alcatel OmniSwitch 7800 and 6600 switches, Sista designed and

implemented a network capable of supporting the services and operations of the hotel's 1,174 units, which have a maximum capacity of 3,300 beds. With 8,000 ports spread across 38 locations, it took 20 kilometers of fiber cabling to create the complete network. In addition, 36 hotspots for WiFi wireless Internet access were installed, covering nearly all of the resort's 200,000 m<sup>2</sup>, as well as all the rooms.



Internal communications are an essential part of the daily functioning of the hotel.

**Phil Barnett, Property Manager,  
Grand Hyatt Dubai**



In 2002-2003 the Grand Hyatt Dubai implemented an Alcatel voice network, before opening as one of the finest luxury resorts in the region. Alcatel Business Partner Al-Futtaim Technologies convinced management at the Grand Hyatt of the capabilities of the Alcatel technology and the benefits it could bring to the Grand Hyatt's daily operations. The voice network based on the Alcatel OmniPCX 4400 (now called Alcatel OmniPCX Enterprise) was linked to its sister hotel, the Hyatt Regency, just a few kilometers away. The linked networks allow both hotels to share integrated functions and for all calls to be handled at the Hyatt Regency's call center. The hotel further installed a range of Alcatel digital handsets (Alcatel 4035 Advanced Reflexes, Alcatel 4020 Premium Reflexes and Alcatel 4010 Easy Reflexes) and a paging system.

ALCATEL BUSINESS PARTNER  
MFI OFFICE SOLUTIONS



MFI Office Solutions is one of the prime IT and telecommunications companies in East Africa. Based in Nairobi, Kenya, the company employs over 720 staff and has MFI Regional Offices and Solutions Outsourcing Centers in Kenya, Uganda, Tanzania, Rwanda and Ethiopia, and is currently expanding into Mauritius, Ethiopia, Eritrea, Rwanda, Burundi and other parts of Sub-Saharan Africa. In addition, it can rely on the local support of 46 dealers in East Africa.

With a solid understanding of cross-cultural issues and a high degree of technological expertise, MFI Office Solutions focuses on office automation, software development and e-solutions. Based on a vision that technologies continuously reinvent the way business is done and that information is often an organization's most valuable tool, MFI Office Solutions offers total IT consulting and time-bound, high-quality and cost-effective IT solutions.

## From guest satisfaction to increased revenue

The integration of innovative voice solutions, such as the Alcatel OmniPCX Enterprise, ensures that guests, hotel staff and management teams benefit from the endless possibilities offered by these solutions.

Guests can enjoy more personalized services, like Dynamic DDI (Direct Dialing In). At Park Hyatt Zurich, guests are allocated a direct number for the duration of their stay, including a personal mailbox. VIP guests and regular guests can even reserve a direct number and leave their mailboxes active all year round. Foreign guests can enjoy multilingual voice-prompted guidance in their room, eliminating the frustration of reading foreign instruction booklets.

As befits a 7-star hotel, the Sungate Port Royal Deluxe Resort Hotel aims to offer guests the best hotel experience possible in Turkey. Its advanced network will offer full functionality and advanced personalized services, such as interactive television and WiFi wireless Internet access in all the rooms.

Ultimately, Alcatel's solutions lead to revenue opportunities. Orthodox Tefera, Regional IT Manager, Hilton Hotels Africa and Indian Ocean, explains: "It enhances the total guest experience, thus building brand loyalty, creating

repeat business and improving occupancy rates. Secondly, it encourages guests to use those services, thus generating additional revenue."

With the integration of DECT, the benefits are even greater. Thomas Markovic, Director of Engineering at Park Hyatt Zurich, gives an example of how DECT helps with the operation and management of daily hotel activities: "When a guest requests something from room service, the floor staff is notified via DECT. From the moment the request is sent the person responsible has 10 minutes to react. If he or she hasn't, an automatic 'alarm' message will be forwarded to the manager responsible, who can then act accordingly."

## Increased mobility streamlines hotel operations

Future implementations within existing networks focus on the further rollout of two mobility-driven technologies: DECT and WiFi. Since communication services are no longer the source of revenue they used to be, new technologies need to be justified from a cost perspective. DECT telephony in particular offers significant advantages on an operational level, especially with regard to the high degree of mobility and availability it can deliver; even if the investment does not immediately transfer into direct revenue, the benefits of DECT are many.

## ALCATEL BUSINESS PARTNER SISTAŞ

Alcatel Premium Business Partner Sistaş is one of Turkey's prime telecom vendors and installers. For over 25 years, Sistaş has been offering telecommunications consultancy and full project implementation services to a wide range of customers, from government and educational institutions to hotels, call centers and large multinationals.

From its offices in Ankara and Istanbul, Sistaş offers industrial and business telecommunications solutions, including integrated voice and data networks, IP Telephony, unified communications and contact center solutions.

"DECT seems like the ultimate solution", according to Phil Barnett, Property Manager, Grand Hyatt Dubai. Indeed, offering guests a DECT handset with a direct number for their entire stay gives them complete freedom and availability, both in the hotel and the surrounding areas.

Park Hyatt Zurich has implemented DECT from the very beginning. The enthusiasm is great and DECT has proven its worth. Rolf Hubeli, Head of Team Alcatel, Technical Customer Service at Alcatel Business Partner Swisscom Solutions AG, explains: "DECT telephony offers a very useful tool for both management and floor staff. Availability and mobility are essential for the streamlined functioning of, for example, technicians and room service staff. They can now be notified whenever and wherever, as needed."

On another technological front, WiFi wireless Internet services are already common in most hotels. They are however often limited to the public areas, with standard socket connections in the rooms, as is the case for Park Hyatt Zurich. However, at the Sungate Port Royal Deluxe Resort Hotel WiFi covers the largest part of the premises – a fair investment given that the resort covers quite a large area. For smaller business hotels the investment is more easily justifiable. Hilton is already planning the future roll-out of WiFi, as well as DECT telephony, for its latest hotel in Africa, the Hilton Addis Ababa.

The Alcatel **OmniPCX Enterprise** offers any hotel a reliable and versatile voice solution with endless opportunities.

**Yigit Cadirci**, General Manager, Sistaş

## Communication is key to success

Whether referring to guest satisfaction, increased efficiency or revenue opportunities, communication is a key element for success.

Alcatel offers solutions that can change and improve the way hotels operate, from increased manageability to enhanced operational efficiency. Venkatarghavah Narayanababu, Division Manager at Alcatel Business Partner Al-Futtaim Technologies, says: "Alcatel's thorough understanding of the needs of the hotel industry has translated into a range of user-friendly solutions that enhance workflows and back-office productivity."

- > The voice and data requirements of hotels differ according to the customers they target.
- > The ultimate goal is guest satisfaction, which translates into brand loyalty and opportunities for increased revenue.

In addition, the Alcatel voice solutions help hotels meet the increasing expectations of the modern traveler. This can only result in increased guest satisfaction, brand loyalty and new opportunities for revenue.

ALCATEL BUSINESS PARTNER  
AL-FUTTAIM TECHNOLOGIES

Alcatel Business Partner Al-Futtaim Technologies, the technology division of the Al-Futtaim Group, is one of the leading providers of Enterprise Communications Solutions and Systems Integrators in the United Arab Emirates (UAE). Al-Futtaim Technologies has specialized in the design and implementation of telecom solutions in the UAE and region for nearly a decade. It has installed and supported large installations where uptime is more than 99%.

Al-Futtaim Technologies delivers a wide spectrum of solutions from global leaders Alcatel, Microsoft and Toshiba – and is committed to providing high-quality consulting, design, implementation and management.

As part of the Electronics and Engineering Business Division of the Al-Futtaim Group that has consistently redefined the technology market in the UAE, Al-Futtaim Technologies draws on its combined strengths to impart knowledge and provide added value to key aspects of its customers' businesses.



## Al-Futtaim technologies

Every hotel's aim is customer satisfaction; communication is key to that. Therefore, one must understand the customers' needs, within a communications revolution where the demands are ever higher. Plus, hotels can manage the guest and hotel activities easier and better from the back-office solution.

**Venkataraman Narayanababu,**  
Division Manager, Al-Futtaim Technologies

ALCATEL BUSINESS PARTNER  
SWISSCOM SOLUTIONS AG



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**Rolf Hubeli,** Head of Team Alcatel, Technical  
Customer Service, Swisscom Solutions AG



Swisscom Solutions is the solution and service specialist to turn to if you want successful business communication.

As the market leader, Swisscom Solutions is the only supplier to cover the entire range of services involved in modern business communication – from consulting and implementation to operation and maintenance. The company's team of about 2000 employees works round the clock seven days a week to ensure the satisfaction of business customers with national and international operations. Swisscom Solutions is manufacturer-independent, collaborates with a large number of vendors and partners, and is therefore able to offer customers exactly what they need.



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