



# CHANGING THE HOSPITALITY CONVERSATION

For a breakthrough  
in guest experience





## **INNOVATION ENABLES GREATER CONVENIENCE AND SATISFACTION**

No matter where they are, travelers want to use the same technologies they have in their offices and homes. So even before booking a room, they increasingly make sure that a hotel can meet their technology needs. To meet this growing demand, Alcatel-Lucent Enterprise is helping hotels and properties worldwide make the shift to digital services. As a result, everything from room service to checkout can be available at the touch of a button or screen, using a new generation of devices, such as the award-winning Alcatel-Lucent phones or your guests' mobile tablets and smartphones.

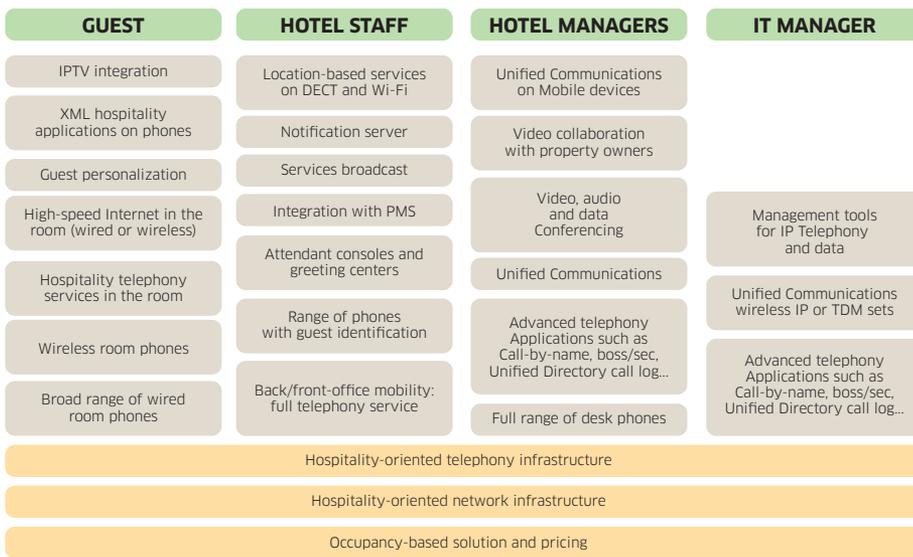




## A FULLY CONNECTED EXPERIENCE

A broad range of wired and wireless room sets can connect you to your guests: the Alcatel-Lucent 8088 Smart DeskPhone and its sleek hotel applications suite, the smart deskphone range with wideband audio and enhanced ergonomics, and the effective IP-SIP and SIP-Analog sets.

Imagine that room control and hotel services are a touch of a screen away, just like any other app. 8088 Smart DeskPhone and Smart Guest Applications suite centralize the control of room appliances and connect guests with hotel services and reservations. Guests can control their environment and personalize their settings according to their preferences.



## DID YOU KNOW...?

With 80 villages on five continents and the Club Med 2 cruise ship, Club Méditerranée is the worldwide leader in all-inclusive holidays. To create a dynamic, integrated communications network for guests and employees, Club Med chose a multi-phase, managed services solution from Alcatel-Lucent Enterprise. Built around the Alcatel-Lucent OmniPCX Enterprise Communication Server, the solution will provide value-added guest services, such as in-room Wi-Fi and television-based softphones and multimedia services.

“We were looking for a long-term partner, not just an immediate equipment provider. We chose Alcatel-Lucent Enterprise for its broad product line, industry expertise and global presence. We are confident that Alcatel-Lucent Enterprise understands our objectives and will work with us to achieve our vision to become the worldwide specialist of all-inclusive, upscale, friendly and multicultural vacations.”

**MICHEL WOLFOVSKI,**  
**EXECUTIVE VICE PRESIDENT**  
**AND CHIEF FINANCIAL OFFICER OF CLUB MED**

“We’ve achieved substantial savings. In our case (192 rooms), cabling in the rooms is not necessary. The cost of the app is far less than the cost of the physical phones and cabling. We can also update the bookings as soon as the rooms are done by the housekeeping through a code on the employee mobile device”

**ANDERS JUNGER, CEO, WINN HOTEL GROUP,**  
**SWEDEN**

# SOLUTIONS THAT CHANGE THE HOSPITALITY CONVERSATION

From multimedia to personalized services on the smart deskphone next to a guest’s bed or on the guest’s own device, Alcatel-Lucent Enterprise provides a broad spectrum of services that enhance your guests’ experience while lowering your operating costs. Hotel employees, managers and IT personnel can also develop and propose new services that generate additional revenue while promoting customer loyalty.

Differentiation at best cost has made our solutions successful in the hospitality sector for over 20 years. All our applications and services comply with the latest technology standards, enabling interconnection with existing networking environments, as well as popular third-party applications, such as notification systems, alarms and hospitality phones. In addition, our solutions integrate with property management systems (PMS), call accounting and workflow to make sure your business gets return for your investment in guest services.

# A MOBILE, INTERACTIVE EXPERIENCE

Mobility and wireless connectivity allow your guests to interact with your employees and consume more services while reducing your CAPEX.

Engage with guests with your personalized mobile application:

- Accelerate the check-in.
- Let your guests explore and discover everything your venue has to offer.
- Lower your guests’ phone bills with free hotel communications within the wireless network and with local rates for local calls.



“The technology has to match that luxurious product customers have in their homes. One device for all services, with a consistent look and feel. Alcatel-Lucent Enterprise worked with us to design icons and interfaces so that all devices in the room have the same look and feel.”

**MARK CAMPBELL, CHIEF INFORMATION OFFICER, THE DORCHESTER COLLECTION**

“My IC Phone is an electronic compendium that saves money on paper. We can push different marketing schemes to the phones. For each phone, there is a unique customization, design and programming unmatched by any hotel that I’ve seen in California or in Las Vegas. I’ve had guests say to me that they love the sleek, durable design of the phones.”

**ADAM JONES, IT DIRECTOR, BEVERLY HILLS AND BEL AIR HOTELS, CA, USA**



## A MEMORABLE ROOM EXPERIENCE

Impress your savvy guests with hospitality-specific, smart phone sets:

- Personalized welcome, brand-adapted layout
- One-touch personal services: laundry, valet, centralized alarm, door cam, turn-down and check-out services and hotel service presentation
- One-touch room control: climate, light adjustment, blinds and DND
- Paperless service presentation: reservations, hotel and local attractions
- Safety compliance: centralized emergency notifications



**MOBILE GUEST SOFTPHONE**



**IP DESKTOP SOFTPHONE**



**OMNI TOUCH 8232 DECT**

## EMBRACE BYOD AND MOBILITY

Choose mobile and wireless devices for guests and employees for a unique stay, services up selling, controlled CAPEX and enhanced reactivity.

## YOUR OWN HOTEL MOBILE APP

Engage with guests with your personalized mobile devices application: accelerate check-in; let them explore and discover all your venue has to offer; lower their phone bills with free hotel communications inside the wireless network and local rates for local calls.

## ACCELERATE OPERATIONS WITH EMPLOYEE MOBILITY

Accelerate reactivity and mobile tasks like housekeeping, check-in, maintenance, security, while controlling infrastructure costs with:

- Wireless, adapted IP DECTs for mobile staff and security staff
- Soft phones for employee devices (smart phones, tablets and iPods)



# GUESTS SAFETY REVISITED

Meet safety regulations with a central, around-the-clock management, tracking and localization solution for emergencies adapted to your ecosystem, security profiles and devices.

# 5-STAR CUSTOMER SERVICE

Enrich your customer service with multimedia services and additional options such as call recording, screen capture and agent coaching for an all-star welcome.

# TRUE HOSPITALITY COMMUNICATIONS

Achieve a truly adapted hospitality communication solution with a consistent group of features, integrated with property management systems (PMS) and fully featured for front and back office, guest services and administration.

FRONT AND BACK OFFICE SERVICES	GUEST SERVICES	ADMINISTRATOR FEATURES
Dynamic hotel suite configurations	Dynamic suite creation	Adapt dialing plans to hotel configuration
Appointment reminder	Wake-up calls	Separate room and administration or hotel staff communications
Room calls billing (by duration or by meter pulses)	Guest voicemail and waiting messages	Access to multiple carriers
Pre-payment with credit tracking	Call restriction or phone locking	Real-time deposit management
Guest directory	Call privacy	Communications costs display
Room service	Enquiry, Broker Call, Transfer, Conference	Call accounting on duration
Room status	Operator	Night system audit
	VIP calls	
	Do Not Disturb	
	Room swapping	
	Multi-occupancy	

“The security directors at Hotel Bel-Air and Beverly Hills Hotel really enjoyed seeing the reaction as well as the awareness and the accountability that was provided to them when they accessed the different reporting tools of the Emergency Notification admin console”

**ADAM JONES, IT DIRECTOR, BEVERLY HILLS AND BEL AIR HOTELS, CA, USA**

“The mobility offer really brought efficiency to our teams, allowing them to be available at any time and therefore rapidly answer our customers’ needs. Today, everyone from the concierge to the maid can connect and share information in real time.”

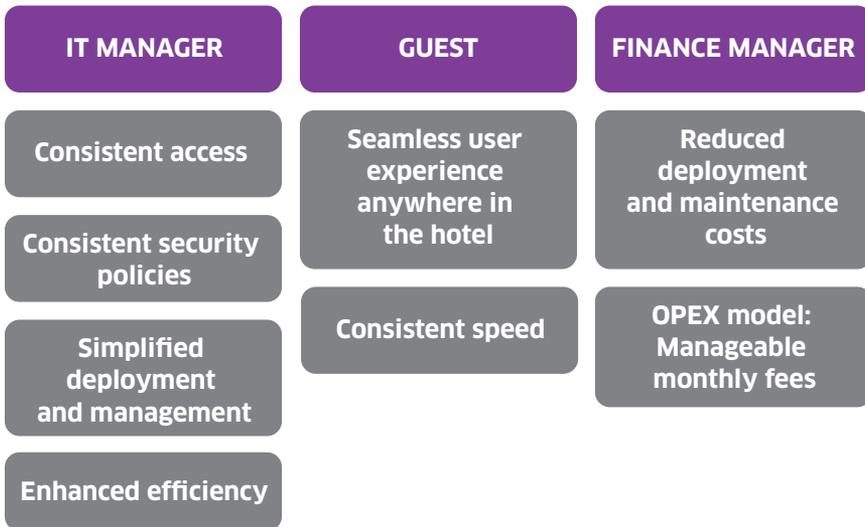
**LOIC LE BERRE, DIRECTOR GENERAL, BUDDHA BAR HOTEL, PARIS, FRANCE**

“For our Ibis new hotel, we have invested on a very stable, high quality and flexible solution with a 2-year return on investment. UXC Connect and Alcatel-Lucent Enterprise came up with a fantastic offer and a licensing model that suited us all: it was a win-win-win”

**PAUL SMITH, INFORMATION AND GUEST TECHNOLOGY DIRECTOR, ACCOR PACIFIC**

# A UNIQUE, CONVERGED SOLUTION

To make sure your services can meet guests' expectations, you need a robust and modern network infrastructure that can deploy essential communications applications, such as location based services. Go from separate networks to a one stop shop, a single solution for all your access, management, and application needs.



## HIGH-SPEED WIRELESS ACCESS

Create a wireless experience guests will talk about. Let them connect with anyone and everything at your venue and free your staff so they can assist visitors anywhere.

Alcatel-Lucent Enterprise offers a full range of high-performance wireless mobility solutions, supporting latest 802.11ac technology and ensuring optimal Wi-Fi performance through application awareness.

Address bring-your-own-device challenges and allow employees and guests to freely use any device with Unified Access. Offer consistent network service and application experience across wired and wireless and networks. This no-rip-and-replace solution ensures highly-secure, high-quality applications access without overloading the IT team.

## A SOLUTION FOR ALL SIZES

Our communication solution is adaptable to all hotel sizes and configurations.

## AN OCCUPANCY-BASED SOLUTION

Consolidating hosting in the cloud can save you precious hotel space and costs, as well as deliver ultra-reliable service. Pricing follows your monthly occupancy rate, with zero exit fees and simple service activation and deactivation.

### DID YOU KNOW...?

Go from separate networks to a one-stop-shop, single solution for all your access, management, and application needs. A converged solution with consistent access and security policies, seamless experience for all users and consistent speed will bring simplification, lower deployment and maintenance costs, as well enhance efficiency. Our adapted payment model helps you shift CAPEX to manageable monthly fees.

“The reason we chose Alcatel-Lucent Enterprise for our data solution is because they came up with a comprehensive solution. We also wanted to optimize performance through an accelerated access to information. We have already done solution testing and have observed improvement in the time to writing, sometimes half the time it took before.”

**MANUEL RAMIREZ MARTINEZ, CTO, RIU HOTELS AND RESORTS**

**ALCATEL-LUCENT ENTERPRISE HAS COMMUNICATIONS SOLUTIONS INSTALLED IN LEADING HOSPITALITY ESTABLISHMENTS AROUND THE WORLD.**

### HERE ARE JUST A FEW EXAMPLES:

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| Accor Hotels                        | Kempinski Hotels                |
| Banyan Tree Desert Spa and Resort   | Lemon Tree Hotel Company        |
| Best Western Hotels                 | Luxe Manor Hotel                |
| Club Med                            | Marriott Hotels and Resorts     |
| Emirates Palace                     | Park Hyatt Zurich               |
| Four Seasons Hotels                 | Radisson SAS Hotels and Resorts |
| Grand Hyatt Dubai                   | Rixos Sungate                   |
| Hampshire Hotels & Resorts          | Rotana Hotels                   |
| Hilton Hotels                       | Shangri-La Hotels and Resorts   |
| Intercontinental Hotels and Resorts | Starwood Hotels and Resorts     |
|                                     | The Ritz London                 |