



## AL-MANZIL AND QAMARDEEN HOSPITALITY PROJECT PROFILE

### Customer Benefits

- The Alcatel-Lucent PABX with proven hospitality features integrated with leading hospitality telephone billing and management application
- A distributed network design that provides secure access to the internet for guests
- Uninterrupted network access for the hotel management

Alcatel Lucent 

 **Al-Futtaim  
technologies**

### Background

Southern Sun is Africa's leading hotel group with over 40 years experience in providing excellent standards of accommodation and hospitality service to local and international travellers. The group's flagship properties in Dubai – Al Manzil and Qamardeen – are based in the Old Town in the Burj District close to the iconic Burj Dubai, the world's tallest residential tower.

An enchanting reminder of days gone by, the Old Town is expected to be a key attraction in the city of Dubai once the project is completed. As Al Manzil and Qamardeen are centrally located in the district, its Arabic architecture, modern facilities and Eastern charm has already attracted attention from thousands of curious visitors and prospective investors from around the world.

"In the next two years we anticipate a steady increase in volume of visitors to our properties and decided to install the latest technology that would meet the needs of all guests, whether travelling for business or

leisure," said Richard Weilers, Managing Director, Southern Sun Middle East. "Our focus was to contract a company that could deliver a consolidated end-to-end solution - integrated ICT Solution and System Integrator. We were looking for a company with a solid reputation in the market, who would seamlessly execute this project hence we decided to partner with Al-Futtaim Technologies."

### About Al-Futtaim Technologies

Al-Futtaim Technologies has earned the reputation as one of the region's leading system integrators. Its success is largely attributed to the ability to understand customer's business needs and provide innovative solutions through effective design and implementation of workable business solutions. This has resulted in an impressive customer base across different verticals – Real-Estate, Banking and Finance, Healthcare and Travel to name but a few domains. Some of the customers include RAKBank, Dubai Bank, Hyatt Hotels, Shell and Leo Burnett.



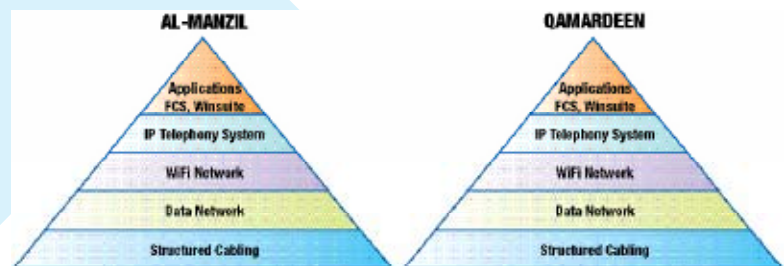
An established company, Al-Futtaim Technologies is part of Al-Futtaim group, one of the most respected family owned conglomerates in the Gulf region that was founded 70 years ago, and which comprises of more than 40 companies.

Al-Futtaim Technologies provides complete business solutions to large, medium and small customers. These include Networking solutions, IP Telephony, Infrastructure, Contact Centre solutions, Business applications, ELV Systems, Professional Audio Visual Solutions, and Managed Services.

The company works with the best-in-class brands such as Panasonic, Alcatel-Lucent and Microsoft Business Solutions amongst others to deliver a full spectrum of business solutions to customers.

### Complete Communications Solutions

The scope of work for the Al Manzil and Qamardeen included: the Alcatel-Lucent PABX - Voice Hybrid System (OmniPCX Enterprise) for Guestrooms and back office, FCS suite of applications for hospitality telephone billing, voice mail, mini-bar management etc, Alcatel-Lucent Active Data Network, Alcatel-Lucent Wireless Network in common areas for guest internet access, and Nexans Structured Cabling - Cat6 with Fiber and Copper backbone.



### SYSTEM ARCHITECTURE

#### System Overview

The project was executed in a phased manner from system design followed by project management, system installation and integration, testing, documentation, training and maintenance. This was executed in record time by a team of certified project managers, voice engineers, network and security engineers and structured cable installers.

"Al-Futtaim Technologies is a top ICT Solutions provider for the hospitality segment. Our approach in offering ICT services in hospitality industry puts all the stakeholders in perspective; we endeavor to provide the best guest experience, enhance staff productivity and manageability and produce the highest Rol for the hotel management," said Venkat Raghavan, General Manager, Al-Futtaim Technologies.

"When we formulated a solution for the Al Manzil and Qamardeen, we brought best of breed products together for Voice, Networking including wifi and Cabling to provide unsurpassed value. Alcatel-Lucent products form the core of the solution and are feature rich and proven for reliability so as to cater to the current and future needs of the Al Manzil and Qamardeen."

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