



HOSPITALITY: DRIVE BUSINESS BENEFITS THROUGH SATISFIED GUESTS

- Simplifies day-to-day operations and increases employee productivity.
- Personalises and enhances guest experiences, generating loyalty and attracting new guests.
- Controls communications costs and improves financial performance.



Hotels strive to create an environment that adapts to each guest's preferences, allowing them to enjoy the productivity of their office with the comforts of home. Al-Futtaim Technologies' solution for the hospitality industry enables richer interaction between guests and the hotel, which subsequently improves guest loyalty, enhances profitability and promotes differentiation.

Part of the Al-Futtaim Group, Al-Futtaim Technologies is one of the region's leading system integrators and business solution providers. With a strong pedigree and respected leadership position, the company possesses a highly skilled workforce with many years of combined experience. Al-Futtaim Technologies endeavours to understand its client's business environments, aiming to deliver value to both SMB and enterprise customers.

Every guest interaction counts. In an industry where profitability depends on the quality

of guest interaction, hotel staff have to anticipate, meet and exceed customer expectations with new and innovative services. Al-Futtaim Technologies designs hospitality solutions with the aim of helping hotels assist their staff, as well as achieving a higher return on IT investment. The company collaborates with leading technology vendors to create a one-stop technology shop that delivers value at every stage.

Al-Futtaim Technologies' hospitality solution is a feature rich offering which integrates with the hotel front office system, improves the reception experience and simplifies transactions (check in and check out). It offers reliable billing with features to control communication costs and create customisable reports. The solution's scalability allows integration with a wide range of applications such as guest management systems to display customised welcome messages and personalised content on bedside phone screens.



“After extensive investigation, we chose the Alcatel-Lucent communication solution for the Hyatt Regency, Dubai. Al-Futtaim Technologies provided us with good support and a reliable product. Subsequently we selected the solution for the Grand Hyatt. We are extremely pleased with the customer support and performance of the system.”

Phil Barnett, Property Manager,
Hyatt Hotels, Dubai.

Solution Overview

Running a world-class service organisation calls for a communications backbone capable of meeting the needs of guests and employees alike. Al-Futtaim Technologies has the breadth and depth of portfolio to provide every component required to build a complete, converged, secure and reliable communications system. The components of the Al-Futtaim Technologies solution offering are described below:



Complete communication solution

Al-Futtaim Technologies unites all key communication network functions onto a simplified, flexible, and scalable IP network that forms the fabric of every hotel. The network runs on an intelligent Ethernet cabling system that allows local area networks (LANs) to intelligently prioritise real time communications. Through this network, hotels can deliver IP telephony, voice, video, data and collaborative tools for increased productivity. For voice communication services, Al-Futtaim Technologies recommends Voice over IP (VoIP) for robustness and high quality of service. Converging voice and data over IP maximises network efficiency, streamlines architecture, reduces capital and operating costs, as well as opens up new service opportunities. Al-Futtaim Technologies offers field proven IP PBXs and a complete portfolio of IP phones that match the hotel's tariff offering.

Wireless Mobility

Mobility is viewed as essential for the hospitality industry. With Al-Futtaim Technologies' wireless solution, hotel staff are always connected with their guests. Hotel management and guests alike can reach hotel staff, anywhere and at anytime. This constant 'on-the-go' connectivity improves employee productivity, increases revenue per guest and overcomes factors critical to success in the hospitality business.

Audio-Video Solutions

The hospitality industry generates revenues from business and leisure travellers, as well as delegates attending conference and seminars. Al-Futtaim Technologies' portfolio of solutions includes television screens which integrate with the hotel's interactive TV systems to create and generate additional revenue. Al-Futtaim Technologies also equips meeting and conference rooms, banquet halls and ballrooms with a range of audio-video, security, lighting and broadcast systems to create a conducive environment for people to gather and conduct business.

Business Applications

Al-Futtaim Technologies offers an integrated business application suite that allows hotels to effectively manage their back office operations. The suite includes, among other applications, a multilingual Point of Sales (POS) and restaurant management system that creates new revenue opportunities and promotes a positive guest experience. The solution provides each station within an outlet with multiple functionalities to help simplify operations, whether operating a club, dine in or take away. The embedded reliability and expertise along with open architecture and operational functionalities serve to improve the overall restaurant experience for repeat business. Other functionalities included are outlet management, managerial functions and loyalty programmes.