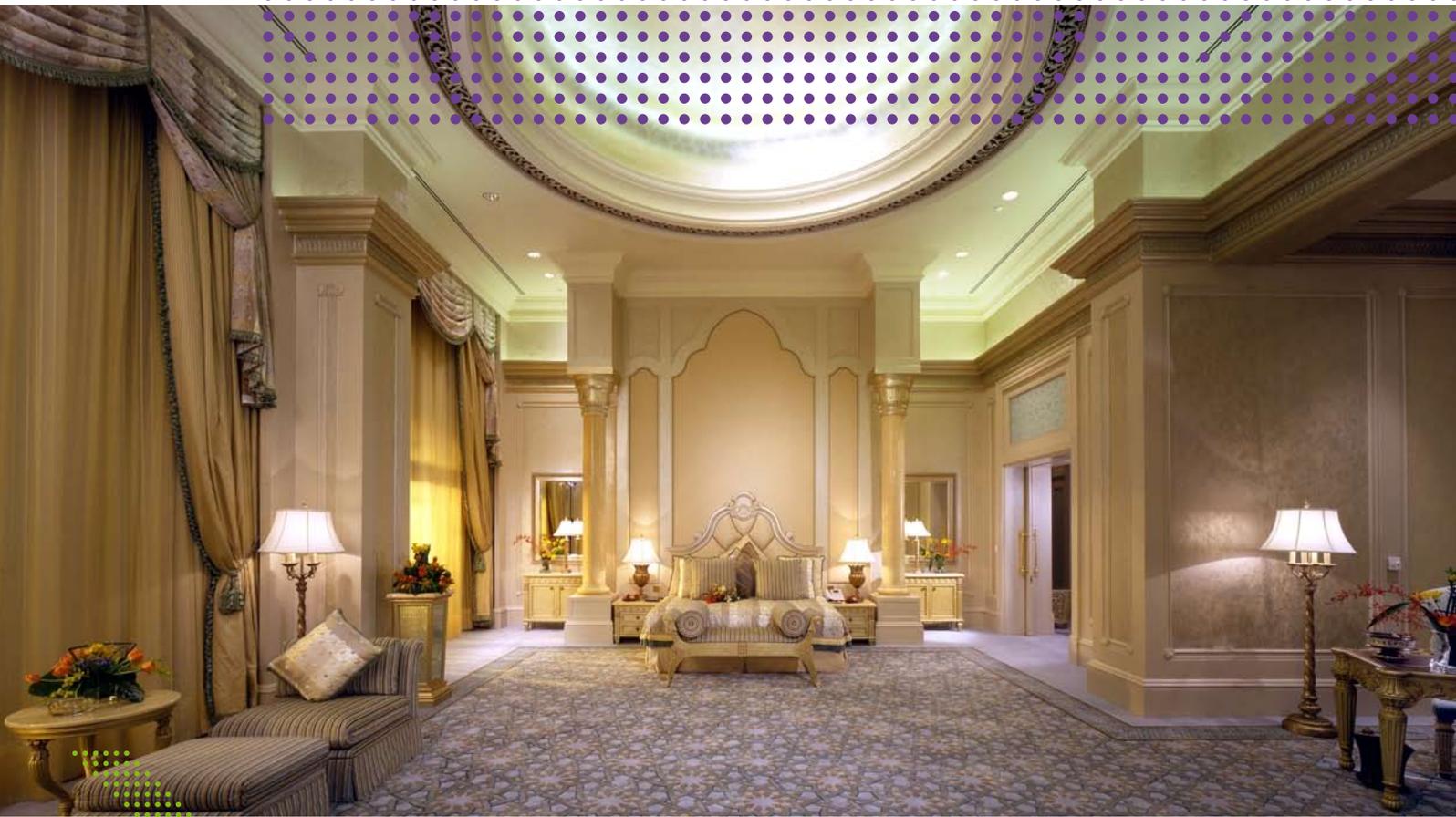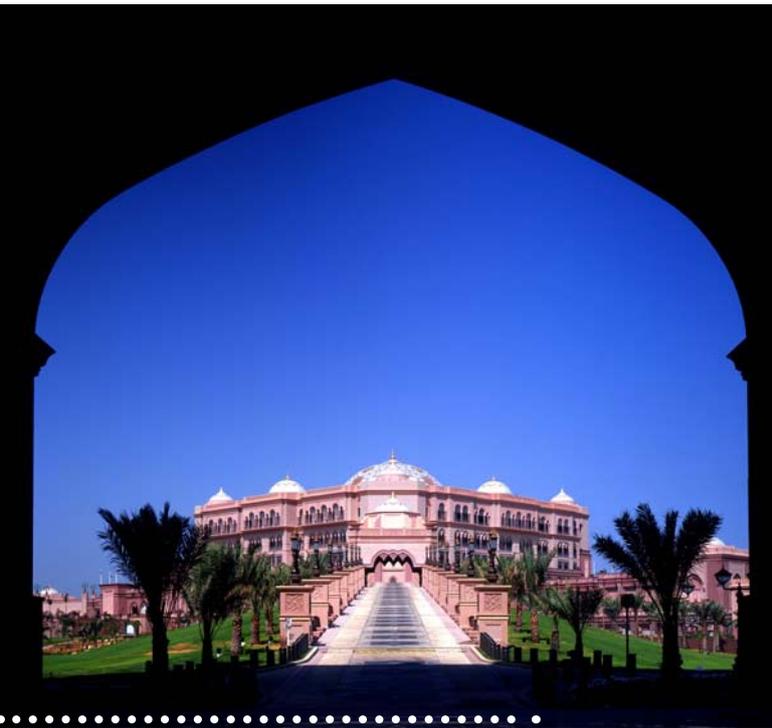Alcatel·Lucent

SWITCH TO IP COMMUNICATION

DELIVERS IMPROVED SERVICE AND BOOST
IN GUEST EXPERIENCE FOR KEMPINSKI HOTELS

Guests at luxurious Emirates Palace hotel in Abu Dhabi enjoy benefits of advanced IP communication including streamlined hotel operations

Kempinski
HOTELIERS SINCE 1897

Emirates Palace
ABU DHABI

In the highly competitive hospitality business, Kempinski Hotels looked for value-added services for its renowned Emirates Palace hotel in Abu Dhabi. With Alcatel-Lucent's help, hotel management implemented IP telephony to offer guests a broader range of services.

CHALLENGES

- One of the world's largest luxury hotel installations
- IP communication for 5,000 users
- Reduced income from traditional hotel telephony land lines

SOLUTION

- Alcatel-Lucent **OmniPCX** *Enterprise* communication server for 5,000 users
- Alcatel-Lucent **OmniVista** *Network Management for Enterprise* module
- Alcatel-Lucent **OmniTouch** call center
- Alcatel-Lucent Mobile **IP Touch** over WLAN
- 600 Alcatel-Lucent **IP Touch** 4068 phones

BENEFITS

- Fast access to inexpensive voice and data communication for employees
- Open architecture protects investment
- Boost in guest experience

PRESTIGIOUS HOTEL MANAGEMENT GROUP SEEKS STATE-OF-THE-ART COMMUNICATION INFRASTRUCTURE

Founded 110 years ago, Kempinski Hotels is Europe's oldest and best-established luxury hotel group. In the course of its long history, the company has built a portfolio comprising over 55 luxurious properties in Europe, the Middle East, Africa, Asia and South America. Well-known and esta blished names such as the Hotel Adlon Kempinski in Berlin, the Çirağan Palace Kempinski in Istanbul and the Emirates Palace in Abu Dhabi are part of this growing international group. Kempinski's goal is to make the Kempinski brand synonymous with individualistic luxury in hospitality. The company aims to achieve this by assembling the world's finest collection of individual, five-star luxury properties, where each hotel is either the market leader or the destination's most unique property.

'The destination's most unique property' certainly defines the Emirates Palace in Abu Dhabi. The Emirates Palace boasts 302 superior rooms and 92 magnificent suites, each combining the ultimate in luxury with the latest technology features. The hotel's conference facilities include an auditorium with seating for 1,200 guests, a main ballroom that can accommodate up to 2,500 people and an extensive range of 40 meeting rooms including a Media Center and Business Center.

Guests choose Kempinski based on the high service level offered by the hotels. To meet the luxury standards that guests have come to expect, Kempinski wanted to install the very latest communication infrastructure for the opening of the Emirates Palace, to meet the (mobile) communication needs of the hotel's 1,400 staff and the hotel's guests.

CONVERGENT IP/TDM SOLUTION FOR VOICE AND DATA MEETS EFFICIENCY AND SERVICE NEEDS

The large-scale installation of communications infrastructure at the Emirates Palace, including 2,000 telephone lines and 600 of the latest IP phones, had to offer superb luxury to guests and fast, cost-effective communication to staff. Faced with a tight installation deadline, a public tender was launched by Kempinski and the hotel owner. After a thorough 18-month selection process, Al-Futtaim Technologies, the Alcatel-Lucent Business

Kempinski is now considering adapting its organization to take even greater advantage of the benefits of IP communication.

Partner in the region, was selected, offering a convergent IP/TDM solution for voice and data. The data infrastructure was provided by a different supplier, which is not an issue given the open architecture of the Alcatel-Lucent solutions.

NEED FOR NEW REVENUE GENERATION IN TIMES OF FALLING INCOME THROUGH LAND LINES

IP telephony was fairly new in 2004 but offered opportunities for new revenue generation. This was an important decision criterion for Kempinski. Like many other hospitality providers, Kempinski Hotels must transition its telecommunications infrastructure to become a profit center. Lower revenues for room telephony, mainly because of mobile phone use, have created the need for increased revenue generation through expanded guest services. This led Kempinski to team up with Alcatel-Lucent and move towards full IP communications.

COMMITMENT OF ALCATEL-LUCENT'S HOSPITALITY DIVISION A CONVINCING FACTOR

Wibecke Vinke is Senior Vice President with Kempinski. "Before the Alcatel-Lucent communications infrastructure was presented to the owner of the Emirates Palace, the product features that Alcatel-Lucent could offer were carefully evaluated," she says. "In the end, system quality, stylish product design and Alcatel-Lucent's experience in the hospitality sector ensured that the contract was decided in their favor."

"Alcatel-Lucent's Hospitality Division's commitment to gain the contract went quite far," she continues. "Although Alcatel-Lucent's new IP phones were not yet released on the local market, they gave us a demonstration at their Paris headquarters and made sure the phones could be used at the Emirates Palace as a local premiere."

Because of the installation's strict deadlines, Kempinski also needed to be sure that local support would be available at all times. This was ensured by Alcatel-Lucent's Business Partner Al-Futtaim Technologies. Al-Futtaim's work was supported by Alcatel-Lucent's Hospitality Division, thus combining insight in the global hospitality business with a local hands-on approach.

> "The specialized support of Alcatel-Lucent's Hospitality Division is a major competitive benefit considering the specific demands of the hospitality business."
>
> **Wibecke Vinke,**
> **Senior Vice President, Kempinski Hotels**

SMOOTH DEPLOYMENT DESPITE TIGHT DEADLINE AND LARGE PROJECT SIZE

"The installation of the communications infrastructure went smoothly," says Wibecke Vinke. In September, 2004, Al-Futtaim Technologies' local crew installed a network integrating voice and data traffic, deploying the Alcatel-Lucent **OmniPCX** *Enterprise* communication server for 5,000 users.

"The open communications platform offers investment protection, because its architecture makes it easy to add new functionalities and equipment, such as the 600 Alcatel-Lucent IP Touch 4068 phones," says Venkat Raghavan, General Manager of Al-Futtaim Technologies. The communications infrastructure in place at the Emirates Palace now combines reliability with the proven performance of the Alcatel-Lucent **OmniPCX** *Enterprise* communication server.

The Emirates Palace technical crew stays in control of the network at all times, using the centralized Alcatel-Lucent **OmniVista** Network Management for Enterprise module. This allows staff to monitor the network from a single location. To add flexibility and customer care to the hotel's network, an Alcatel-Lucent **OmniTouch** contact center was installed. Customer care is further increased by giving employees more mobility with the Alcatel-Lucent Mobile **IP Touch** over WLAN. The wireless IP communications reduce mobile communication costs, and allow hotel employees to contact their colleagues more cost-effectively and directly.

CREATION OF NEW REVENUE STREAMS

Following the installation, the Emirates Palace issued a number of positive reports about the installation. "We are very happy with the results," says Wibecke Vinke. "Due to the increased access to guest service facilities on the IP Touch phone screens, guest revenues have gone up through additional services. Guests can order services quickly, directly through the Alcatel-Lucent **OmniTouch** Contact Center."

"During the installation process, we received the necessary support from both Al-Futtaim Technologies and Alcatel-Lucent's Hospitality Division at all times. This specialized support is a major competitive benefit considering the specific demands of the hospitality business," says Wibecke Vinke.

ADAPTING THE ORGANIZATION TO TAKE FULL ADVANTAGE OF IP

"After a thorough evaluation of our use of IP telephony, we are considering adapting hotel organizational structures in order to maximize the results from IP communications," says Wibecke Vinke. "The technology offers many functionalities, but it's important to update content regularly to continue to increase service income. This would mean assigning a 'middleman' between the marketing and administrative departments, who would make sure that service content is updated and fully adapted to guest needs," she says. "We feel confident that Alcatel-Lucent's experienced insight in the hospitality business will help us to develop the right content management approach to maximize revenues from IP communications."

Al-Futtaim technologies

BUSINESS PARTNER'S ROLE

Al-Futtaim Technologies engineered and deployed the communication infrastructure at the Emirates Palace with a future-proof solution. In the period before the opening of the new hotel in September 2004, the installation of the entire communications infrastructure was achieved in less than one month.

"Alcatel-Lucent's open communications platform offers investment protection, because its architecture makes it easy to add new functionalities."

**Venkat Raghavan,
General Manager, Al-Futtaim Technologies**

BUSINESS PARTNER INFO

Al-Futtaim Technologies (Aftech), a member of the multi-business conglomerate Al-Futtaim Group, provides single-window solutions to meet the information communication technology needs of its clients. The core strengths of Aftech are its quality product portfolio, drawn from principals who are global leaders, first-class professionals with diversified experience in information and communication systems, and strong partnerships that deliver integrated solutions. The solutions include telephony, networking, high-speed Internet solutions and business applications. These are complemented by the supply of complete office automation hardware. Alcatel Enterprise Voice Solutions has a core position within Al-Futtaim's offerings portfolio, covering IP telephony, hotel applications, contact center and unified messaging.

Alcatel·Lucent