

Orchestrating a brighter world

NEC

The Right Solution for the Right Hotel

SMART Hospitality



“There is no hospitality like understanding”
- Vanna Bonta, *Flight: A Quantum Fiction Novel*



At A Glance

- Global leader and key supplier of IT and network Communications Technology (ICT) solutions for the hospitality industry
- A strategic, trusted partner with market strength, global stability and hospitality expertise
- Innovative hospitality solutions to fit the demanding business needs of hotels, event centers, cruise lines and travel organizations
- Both on-premises (appliance or virtualized models) and off-premises cloud solutions are offered depending on financial and organizational needs
- Smart Hospitality enables operational efficiency through the right delivery model and the right financing model (CAPEX/OPEX) and also delivers the right service level to delight guests - the Right Solution for the Right Hotel

NEC - The Hospitality Industry Sector's Choice

NEC Corporation is a global leader in the integration of IT, Network Technologies and Communication Solutions, bringing more than 115 years of expertise in technological innovation to empower people, businesses and society. Serving customers through a global network of sales organizations, business partners and value-added resellers, NEC combines global expertise with local presence. Known for our unsurpassed technical support and logistics, NEC is a reliable and financially robust partner: 'Here to Stay', to put it in hospitality terms!

Across all major geographic regions, NEC is one of the key suppliers of choice to the Hospitality industry. Our experience makes us truly understand the sector. By merging leading IT and Communications network Technologies (ICT); we deploy solutions with the scalability, capability and affordability to meet the demanding business needs of hotels, event centers, cruise lines and travel organizations. Moreover, we offer both on-premises (appliance or virtualized models) and off-premises cloud solutions depending on your financial and organizational needs. That's what makes us special. 'Five star', as one of our customers puts it.

Welcome to NEC Smart Hospitality

This publication aims to inform you of NEC's vision, strategy, solutions and benefits for the so important Hospitality industry. Based on close cooperation with leading international hotel chains (i.e. Hilton, Mandarin Oriental, Marriott, Peninsula, Starwood), in combination with a vast installed base, NEC thoroughly understands the drivers and objectives of hotel operators and their operations. We combine and complement their requirements with those of the two other major stakeholders: the hotel owners and the guests.

By doing so, we assure that NEC's Smart Hospitality IT & Communications Solutions not only focus on operational efficiency in relation with the right delivery model (appliance, virtualized or cloud model) and the right financing model (CAPEX/OPEX), but also deliver the right service level to delight your guests.



Our Vision & Promise

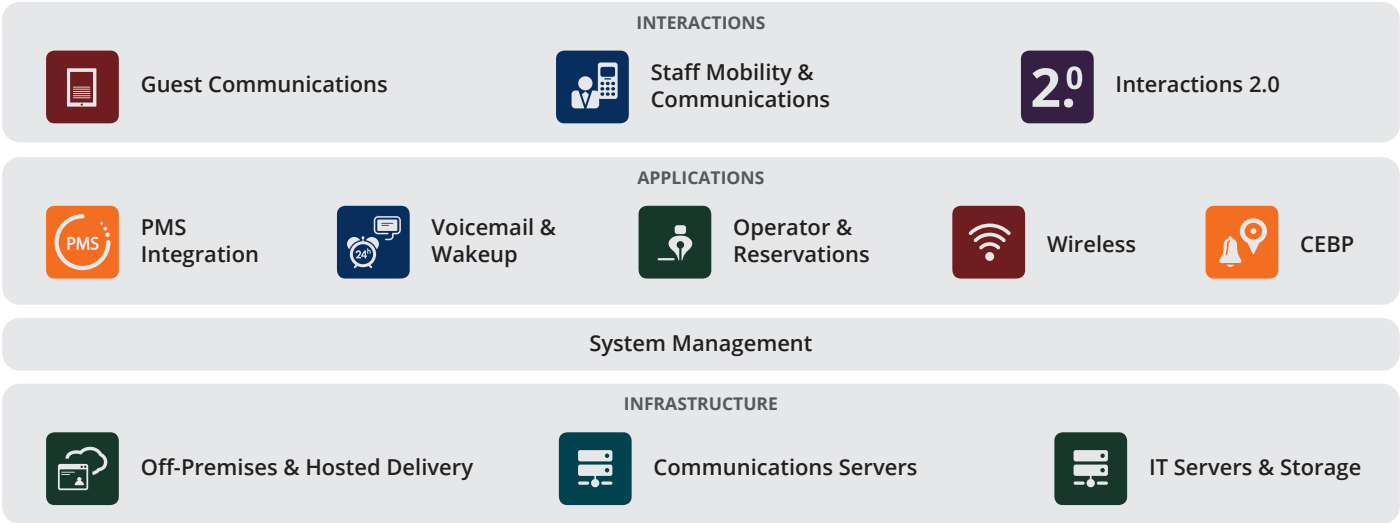
In today’s world, nothing is more important than information and communication. This is especially true for Hospitality and its three major stakeholders - the operator, the owner and the guest.

- The operator’s interest in superior Hospitality IT & Communications Solutions focuses on three core elements:
 - ❖ Assure hotel operations are executed flawlessly and efficiently – optimizing the operator’s most important cost-factor: staff. Since 80% of hotel staff are mobile, the importance of a strong mobility solution cannot be overestimated.
 - ❖ Serve guests’ needs. With Guest Satisfaction, Guest Return Ratio and RevPAR being highly correlated, it is of utmost importance that guest needs and requests are followed up in the right manner – in line with the brand promise.
 - ❖ Assure a safe and secure environment. Extending scope and value of communications platforms towards Communication Enabled Business Processes, NEC integrates peripheral systems with mobile applications for a guaranteed safe and secure stay.
- The owner wants to assure that the system installed in his or her property is not only in line with the financial capabilities of his funds and budgets, but also drives operational efficiencies and effectiveness towards lower operational costs.
- With the surge in smartphones, hotel guests nowadays do not make much use of the hotel phone system to make outside calls, while Wi-Fi has become a must have. Yet, when it comes to service requests

Stakeholderer	Interest	Outcome/Result
Owner	Efficient operations	Higher income / net result
	Right financing model CAPEX / OPEX	Right allocation of funds
Operator	Efficient operations	Lower operational costs
		Increased GOP
	Optimized guest service	Increased guest satisfaction
		Higher RevPAR
Guest	Safe and secure operation for staff and guests	Safe and secure environment to work and stay
	Swift response to needs	Satisfied guests
		Returning guests
	BYOD	Satisfied guests
		More usage of additional services

like room service, concierge, housekeeping and wake-up, the Hotel Communication System is still (far above IPTV solutions) the preferred choice of communication for any hotel guest.

As every hotel guest these days has at least one mobile device (smartphone, tablet), it is desirable to integrate a guest’s device with the hotel communications system and provide additional services, increasing guest satisfaction as well as revenue. NEC’s BYOD (Bring Your Own Device) solution for hotel guests addresses this need!



Delivering the Right Solution to the Right Hotel

Empowering Smart Hospitality

NEC's Communications and IT solutions help the Hospitality industry control costs, improve staff efficiency and create an environment that makes guests want to return. Together with our specialized partners, we offer a complete portfolio of solutions and services to address the needs of the Hospitality industry.

Our vision and approach to Hospitality is to assure we deliver the Right Solution to the Right Hotel. This means that we do not believe in a 'one (1) size fits all approach'; as hotels differ in size (80 – 600+ rooms) and offering (3 star – 5 star), so should their ICT environment be geared towards their property specific circumstances.

NEC is able to address each specific brand and hotel type with a specific platform and solution set – from small to big in size and from basic to very advanced in functionality. NEC also offers installation and support services anywhere across the globe.

To complement our offering, additional solutions and components are set up in a modular way. Depending on the needs of a specific brand or individual property, they can be easily added. The modular set of solution components are described in the following pages.

Reliable IT & Communications with Advanced Server and Storage Solutions

NEC's communications servers and appliances bring together business applications and voice, video and data communications to provide easy-to-use but rich functionality to staff and guests, enabling you to implement advanced communications strategies. From small to big hotels, from basic to very advanced feature-sets, from local to centrally installed platforms, from appliance-based to fully software-based, our solutions are excellently tuned to support all hospitality needs and applications. Together with our solution partners, we provide a wide range of analogue and SIP telephones designed and suited to the needs of the Hospitality sector with functions such as room status, VIP registration and message waiting.

Our IT servers and storage solutions complement this by providing highly efficient and reliable services – 24/7 and all year round – and are characterized by their: Outstanding Performance | Extreme Power Efficiency | Simplified Serviceability | High Quality and Reliability | Excellent Value.

Off -Premises & Hosted Delivery

UNIVERGE BLUE Business Cloud Services by NEC offers a powerful suite of cloud-based communications customized for Hospitality - connecting every member of the staff, from concierge to house cleaning, and providing guests with the services they have come to expect. The suite includes everything from voice, mobility, messaging, presence, conferencing and contact center for your staff to self-service/operator assisted wake-up calls, VIP service, direct room dialing, do-not-disturb plus more for your guests.

Delivery options include private or public cloud solutions. You also have the option of a hybrid solution which allows the integration of existing infrastructure with new cloud-based features, delivering cost efficiency and agility to your IT infrastructure.

Many customers have been eager to reduce IT capital expenditure, while also eliminating on-premises IT maintenance costs. UNIVERGE BLUE is a comprehensive Unified Communications and Collaboration solution hosted in the cloud, complete with geo-redundancy and daily management service.

UNIVERGE BLUE provides easy integration with most major Property Management software systems. With all solution components originating from NEC, support and procurement are streamlined.

In short: we have a suitable solution for every hotel or hotel chain!

Hotel Group Approved Guest Messaging and Wakeup Solutions

NEC has combined voicemail guest directory, wake-up calls and more into one powerful system. Our complete Guest & Administration Voice Messaging solutions are specifically designed for the hotel industry, with easy integration to the hotels' Property Management System (PMS) of choice. A good communications service within the hotel is vital and NEC's messaging applications are an important layer of technology that can often enhance the guest experience.

Our Unified Messaging / Voicemail solutions are full-featured applications that are supported on all of NEC's platforms – on-premises and/or cloud.

They offer personalized guest messaging in every room. This empowers your property to offer top-tier guest services, and automate time-consuming tasks, without sacrificing that personal touch.

Property Management System integration allows automatic activation and deactivation of a guest mailbox. A guest's messages and mailbox settings can be moved automatically when a room move message is received from the hotel PMS – enhancing staff efficiency.

Powerful Support & Control for Front and Back-Office Functions

To help ensure that your guests have a memorable stay, NEC offers Hospitality Management solutions that provide them access to the latest, most advanced messaging services.

Your business benefits from these solutions by utilizing their extensive features such as flexible numbering, room status and toll-restriction check-in mode. Our Hospitality Management solutions even work with your Property Management System (PMS) through a Property Management System Interface (PMSI) to support many key front and back-office functions.

They also seamlessly integrate with NEC's Unified Messaging systems to give guests the ability to add, delete, change and confirm their personal greetings and wake-up calls. Guests can even change the system prompts to their preferred language and access your guest directory without going through your operator. It enables you to broadcast messages simultaneously to your entire hotel staff.

Mobility Solutions - The Benefits are Obvious

NEC offers a choice of wireless technologies for the Hospitality market.

IP DECT - for on-site wireless voice, data and messaging

With IP DECT, a single converged network can facilitate both fixed and wireless telephony. IP DECT Access Points can easily be added to the LAN and can be complemented with Access Points in a remote location to form a multi-site configuration. Applications such as messaging, corporate directory and presence are easily integrated.

VoWLAN - for on-site wireless voice, data and messaging

Our Business Mobility WLAN solution provides organizations with comprehensive converged wireless communications combining voice, data and real-time multimedia applications with mission-critical business applications. Our portfolio comprises key components like wireless devices and applications.

FMC - for integration of remote and mobile devices

NEC's Fixed Mobile UC provides the combination of Fixed Mobile Convergence and Unified Communications. Fixed Mobile UC provides staff with single number reach, unified voice messaging and enhanced in-building coverage through the property's Wi-Fi network. Fixed Mobile UC takes business productivity to a new level. It seamlessly extends enterprise telephony and applications to mobile devices.

Centralized Administration that Integrates Seamlessly

NEC's UC Manager, part of the UC for Enterprise (UCE) suite of applications, is a centralized web-based management system for all voice communications servers. It seamlessly supports and manages the day-to-day tasks from a single point of entry.

UC Manager provides secure administration for reliable management of the converged environment of voice and data applications. Using common industry standards to ensure effortless integration, it provides:

- LDAP Auto-provisioning for directory-based applications and solutions
- Single point of entry for NEC IP communications platforms, voicemail, corporate directory, call accounting and E911 system
- Telecom Management Network compliant and supporting integration with Network Management Systems
- SNMP (Simple Network Management Protocol) integration. The UCE Manager acts as an element management system (EMS) to communicate with network elements.
- Security infrastructure integration

A Suitable Solution for Every Hotel or Hotel Chain

State-of-the art Operator and Guest Reservation Solutions

With its intuitive interface, UCE's UC Attendant for Hospitality with Newmarket® International, Inc.'s Hotel Service Optimization System (HotSOS) integration offers advanced professional operator functionality to any hotel. Queues show at a glance where a call is coming from: external, internal or rerouted. Calls are always routed right and the comprehensive view of the queues allows operators to spot specific callers easily and treat them in a special way (VIPs, returning callers, etc.).

Streamline guest services and enhance their overall experience

UC Attendant for Hospitality's integration with HotSOS optimizes hotel operations by combining functionality into one application. When attendants receive a request from a guest, they can easily launch the HotSOS Create Order screen with just one click. Guest names and room numbers are automatically transferred from UC Attendant for Hospitality to the Create HotSOS Order screen - eliminating input errors and ensuring services are delivered accurately and promptly. This integration streamlines guest services and enhances their overall experience.

The UC Attendant for Hospitality Guest Link connects your hotel's PMS and UC Attendant, providing real time information about check-in / check-out status of a guest and extensive guest information like language and VIP status. The intuitive user interface along with a specially-designed color-coded keyboard with hot keys ensures a short learning curve, enabling use with minimal training.

Excellence in guest handling and caller services

UC Attendant for Hospitality decreases the workload of attendants and increases efficiency through on screen, presence-enabled directory, flexibly organized speed dials and skills-based directory search. Incoming guest calls display HotSOS service order status screen-pops which provides immediate access to information that may be needed - improving ease of use and decreasing response time. It gives your attendants the tools they need to be as efficient as possible and to provide guests the service they expect without increasing costs.

The screenshot displays the UAS2000 Client interface, which is a software application for hotel operations. The main window is divided into several panes:

- Call Queue:** A table listing incoming calls with columns for First Name, Last Name, VIP, Number, Guest Status, Guest Type, Entry Type, Do Not Disturb, and Other matches. The table shows three entries: Karen (VIP, 4300, Checked In, Primary G...), Marty (VIP, 4300, Checked In, Primary G...), and Roger (No, 4302, Checked In, Primary G...).
- Call Details:** A pane showing detailed information for the selected call (Marty, 4300). It includes fields for Guest Name, Room, Guest Type, Guest Status, Check In/Out dates, and Remaining Stay. It also shows a list of service orders: Order #1: Needs Cleaning (State: DIRECTED) and Order #2: Replace Batteries (State: CREATED).
- Create Service Order:** A pane for creating a new service order. It includes fields for Location, Primary Guest, Issue, Requested By, Assigned To, and a list of service orders to be created.

The interface is designed for ease of use, with a clear layout and intuitive controls. The call queue and call details panes provide a comprehensive view of the current call and guest information, while the Create Service Order pane allows for quick and accurate order creation.



Increasing Staff Mobility

When staff are easily contacted and directed to prioritized activities, the hotel's whole organization becomes much more efficient. What's more, being able to contact the right member of staff without delay is not only efficient, it's imperative to providing the desired level of service to guests.

NEC's mobile solutions make staff reachable at all times via a single personal number, no matter where they are. These solutions can also give them access to information and applications while they are on the move.

We have extensive experience in integrating mobile voice and messaging solutions with a wide range of building management and safety systems. Solutions include facilities to capture critical events, process them and instantly send related alarm messages to various destinations (such as pagers and telephone sets, building management systems, industry control systems, Short Message Service (SMS) and electronic mail), with full feedback on the delivery results.

Applications that are used on IP DECT handsets include:

- Voice
- Messaging / integration with fire-alarm and Building Management Systems
- Messaging / integration with rapid response / workflow applications (i.e. HotSOS, Smart Butler)

Advanced Terminals

NEC's G966 IP DECT terminal for instance includes Android and Wi-Fi to support any relevant business application, making it the optimal communication tool for those hotel operations with a need for highly interactive and rich communications.

Improved Guest Satisfaction with BYOD and Smartphone Applications

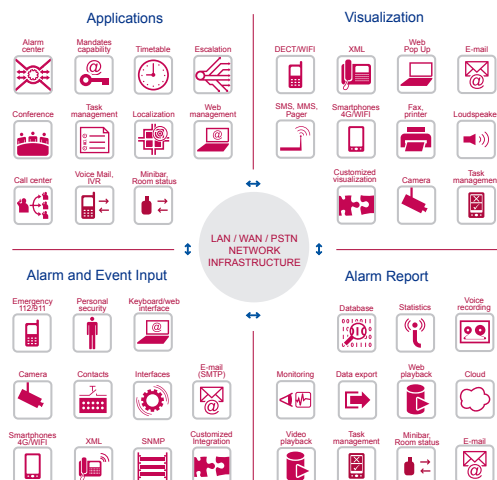
How often does a guest find outdated, incomplete information on his desk in the room? Our IP Guest Services (IPGS) gives guests access to the hotel services when and where they want in a convenient way. This application is exclusively designed for guest smartphones and tablets (BYOD) and enables guests to access services on the move.

Guests can explore the hotel, access interactive room service and guest relations information and access interactive maps to find out points of interest. The app can be tailored to the hotel's brand. It gives the hotel operator additional revenue opportunity for advertising, internal and external dining, local bars and services.

Extending the hotel's communications to guests through third-party applications is even more exciting. Designed to meet the needs of hotels and resorts, and using the latest VoIP and wireless technologies, these applications provide a cost effective and secure method of extending the hotel's telephone network to the guest's own smartphone device (BYOD).

Guest benefits

- Immediate and mobile access to staff , restaurants, bars and leisure services
- Click to call and book services free of charge when connected to the hotel's Wi-Fi
- Never miss a call while out of the room with full incoming and internal call facilities
- Supporting multiple smartphones per room keeps family members connected



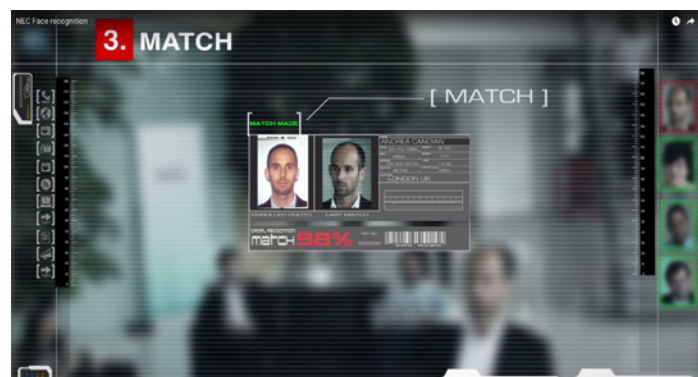
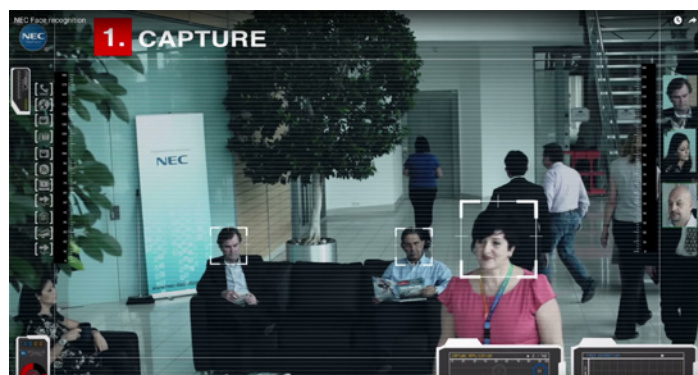
Optimizing Staff Efficiency and Guest Services

Stylish Guestroom Phones

Form and function come together in our wide choice of phones for the hospitality sector. Together with our 3rd-party solution partners, we provide a full range of phones, corded and cordless, analogue and VoIP, table-top and wall-mounted.

Choose from contemporary styles to complement today's interiors or classic designs that make a more traditional impression. SIP and analogue technologies accommodate every need and budget.

When you've invested so much in upgrading your guest experience, you want to ensure no detail is overlooked. Rigorous testing guarantees our phones perform in all climates and environments. Antibacterial plastic protects guests and housekeeping staff from germs. Battery-backup technology keeps guests connected even when the power is out.



Taking Advantage of Innovative Technologies

NEC technology solutions play a vital role in the seamless operation of hotels and other large multi-purpose venues and event centers. Besides infrastructures for both fixed and wireless voice and data communications, these solutions also include interactive digital signage displays, digital cinema projectors and RFID security solutions.

NEC's biometric facial recognition technology, such as NeoFace, is used worldwide for crime prevention and improving public safety. Stadiums, event centers as well as hotels can benefit from NEC's vast experience in biometric identification solutions to enhance the framework of their security systems.

Biometrics can also be utilized to check footage from cameras at hotel entrances to identify VIP guests in real-time using facial data registered in a PMS. This enables the provision of personalized services and greetings to coincide with the arrival of a VIP.

Making the Difference

Reach, Customer Focus, Continuity, Sustainability and Partnerships

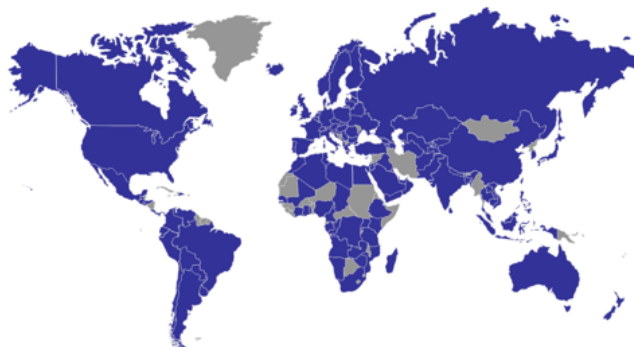
In addition to the full set of solutions as described in previous pages, NEC distinguishes the following differentiating elements driving for optimal results in serving the Hospitality industry.



Reach

Many leading hotel operators, as in any other international businesses, want to:

- Streamline their IT organizations
- Minimize the number of suppliers they work with and standardize on a limited number of vendors. These vendors need the capacity to deliver, install and support the solutions wherever the hotels of the group are located, often requiring a global presence. NEC has that capacity.



The illustration to the right gives a clear indication of NEC's global Reach.

Customer Focus

Like many hotel chains and international groups, NEC distinguishes three (3) regions globally:

- Americas
- EMEA – Europe, Middle East & Africa
- APAC – Asia / Pacific

Per region, all activities are headed by an NEC Director of Hospitality and all NEC Directors of Hospitality have a background in the International Hospitality Industry: People coming from the Industry – working with the Industry.

Our dedication to the Hospitality sector can be further illustrated by the fact that NEC invests heavily in formal certification of our IT and Communications solutions by hotel operators. Our voice platforms and peripheral solutions are regularly tested for instance in the labs of those operators.

Continuity

One of the most important criteria when it comes to choosing a technology and deciding to invest in a solution which should last for many years is the stability and longevity of the parent company. For that reason we strongly recommend owners, as well as operators, should investigate thoroughly the financial status (P & L, balance sheet, funding, etc...) plus the strategic horizon of any party they consider to involve in their project.

Sustainability

NEC adheres to its social responsibilities by reducing the environmental impact of its business activities and strives towards creating a sustainable society by providing environmentally sound products and services.

NEC's mid-term plan aims to attain specific targets across the categories of product-, solution-, plant- and office-related items and environmental communications. All NEC products and solutions (down to the component level) are produced and transported with as low of a carbon footprint as possible. NEC is also ISO9001 certified for its Quality Management.



Partnerships

Driving hotel operation efficiencies and enhanced guest services are not only a result of a strong, reliable and state-of-the-art communication solutions; it consists of many more supporting products and applications.

NEC, being the leader in Hospitality Communications and determined to act as a 'one stop shop' towards business partners and customers, has pro-actively engaged with leading complimentary solution providers that add significant value to our overall Hospitality Communications Solutions.

To assure solutions are installed in the right manner, NEC has a detailed quality program for its business partners, the NEC Certified Hospitality Partner program. This assurance of quality is a guarantee to owners, as well as the operators, that the NEC business partner is certified and fully capable to sell, deliver, install, commission and support NEC's Hospitality Solutions.

Pillow & Profit Talk

Trends driving change in Hospitality

- Ever incremental SPG \$ in revenue, brings > 50 cents to the bottom line
- On-line bookings and revenue will grow to 90% in 2020
- OTA bookings will decrease by 25% in 2020, if they don't change their provision structure
- A hotel without free internet, is a hotel without a bed
- CEBP will be the next big thing, after BYOD
- Hotels which offer digital services to their guests, see their RevPAR increase by 18%
- Interactivity, without the right infrastructure, is a swimming pool, without water
- The war for the guest's attention has ended in a draw. Both the guest-room phone and the hotel-TV, need to worry about bigger things: the mobile invasion from the guests' devices....
- Hotels with an integrated CEBP solution, save significantly on operational costs, and produce – on average – an increase of 13% on GOP
- In 2020, the market cap of booking.com will surpass the combined values of Hilton, Marriott and Starwood



On-line bookings will grow by 90%

estimated by 2020



Hotels with an integrated CEBP solution produce on average an increase of 13% on GOP

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About NEC Corporation of America: Headquartered in Irving, Texas, NEC Corporation of America is a leading technology integrator providing solutions that improve the way people work and communicate. NEC delivers integrated Solutions for Society that are aligned with our customers' priorities to create new value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry's strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers' productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today's most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$25 billion in revenues. For more information, visit necam.com.

NEC Corporation of America

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SW16009 | v.06.29.16