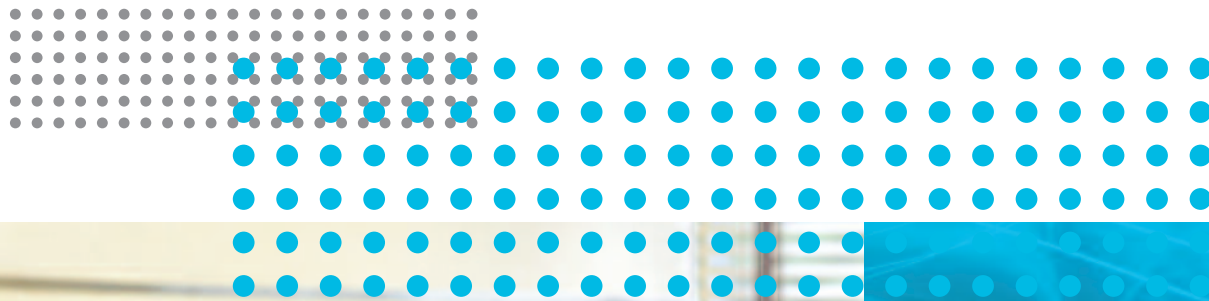


Alcatel-Lucent Solutions for Hospitality

Providing Guest-Centric Services
for Hotels and Cruise Ships



Ensure your hotels or cruise ships stand out

In an increasingly competitive market, you've got to do everything you can to make your properties stand out. And you've got to do this while keeping expenditures as low as possible. Fortunately, by focusing on a few key strategies, you'll be well positioned for continued success in this dynamic industry.

By anticipating and meeting guests' needs, and providing your employees with the best tools for doing their jobs, you'll have what it takes to keep your suites full and your business profitable. Alcatel-Lucent is your partner for communications solutions that are specifically aligned with your needs.

OFFER AN IMPROVED GUEST EXPERIENCE

You want to ensure that your existing guests are well served, so they'll return. For your business to grow, you also need to attract new guests. With a next-generation communications system, you can offer a range of guest-centric communications and entertainment services to meet both objectives and ensure that your hotel or cruise ship stands out in the crowd. Guest-centric services can include room service offerings that are customized to suit the guest's known preferences and offered in the guest's chosen language.

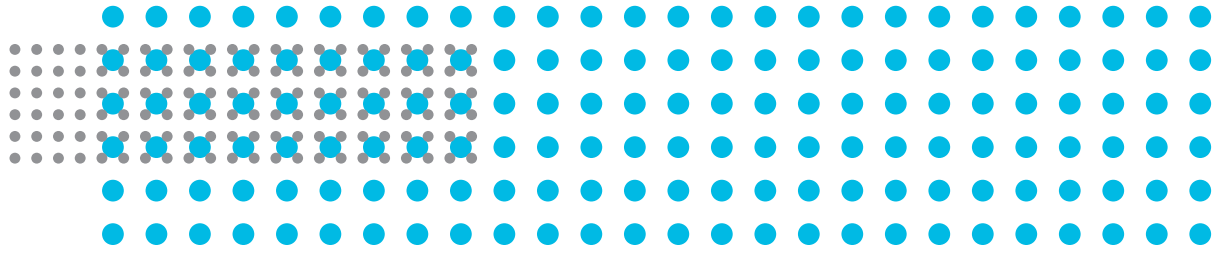
CREATE NEW REVENUE OPPORTUNITIES

You can enhance profitability by introducing new revenue-generating services such as wireless Internet

access and video on demand. With an advanced communications system, you'll be able to offer these services yourself, and the income potential of these services increases because you don't have to engage (or pay for) a third-party offering. To increase the likelihood that a guest will access these new services, you'll want to be able to customize them to suit the guest.

OPTIMIZE HOTEL OPERATIONS

To keep operating costs down, you need an integrated communications system that links key hotel services, including reservations, check-in/check-out, room maintenance, housekeeping, and room service. Employees need access to the systems resources and tools wherever they are, so wireless options are important.



PAMPER MARIE NOW AND YOU'LL SEE HER AGAIN

Marie has just checked in to the hotel after a long flight. She has five hours to recover before she needs to head out to a meeting. When she arrives at the front desk, the staff set up a "do not disturb" notice and a wake-up call for her room. The interface for her in-room services is switched over to French, so she doesn't have to struggle with a second language. And she's handed a wireless handset that is preprogrammed with the services the hotel staff think Marie is most likely to use. As Marie waits for the elevator, she can contact laundry services to have her suit picked up and pressed. When Marie gets to her room, she uses the picture menu on her TV to select a snack. With the hotel's mobile communications system, staff get her orders right away so she's served quickly.



Figure 1. Alcatel-Lucent communications solutions for hotels and cruise ships



Offer an improved guest experience

Whether they're with you for a day or a week, on business or for pleasure, your guests need to feel that you are meeting their needs. To make a good impression, you've got to shine, from the initial reservation call until check-out. Alcatel-Lucent can help you cater to your most discerning guests.

ENSURE POSITIVE FIRST IMPRESSIONS

- Whether the caller is checking rates and availability, or booking a room, a suite or an entire conference, the service center capabilities in the **Alcatel-Lucent OmniGenesys™ Contact Center** ensure each call is quickly routed to the most appropriate agent in the guest's preferred language.
- At check-in, front desk staff can take care of all your guests' needs. The **Alcatel-Lucent OmniPCX™ Enterprise Communication Server** integrates with your hotel applications so you can set up voice mail, language preferences, mobility options and payment options.

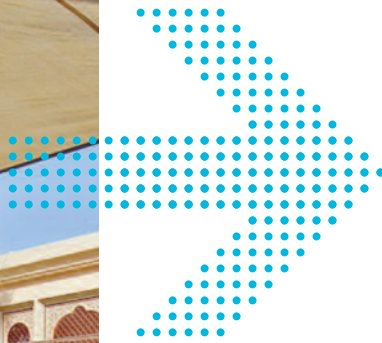
PROVIDE ADVANCED COMMUNICATIONS SERVICES

- Your guests can enjoy in-room phones that include a video screen that is pre-programmed with a graphical selection of hospitality services such as restaurant hours, real-time weather reports, tourist and visitor information and flight schedules. It's all possible with the XML capabilities in **Alcatel-Lucent IP Touch™** phones.
- Guests can also enjoy one-touch access to their Skype™ account through the **Alcatel-Lucent IP Touch phones**. Providing easy access to Skype helps your guests control their communications costs — and demonstrates your commitment to creating a home away from home.
- Guests can access their in-room phone features, such as voice mail, from any house phone within the complex or ship through capabilities enabled by the **OmniPCX Enterprise Communication Server**.
- Guests can access the full range of voice and data services as they roam on your property or ship with **Alcatel-Lucent IP Touch** wireless handsets supported by the **Alcatel-Lucent OmniAccess™ Wireless LAN Switch**.

- High speed Internet access is an essential service these days. You can implement this capability using either the **Alcatel-Lucent OmniSwitch™ LAN Switch** or an **Alcatel-Lucent Broadband Access** solution that takes advantage of DSL technology. Our experts will help you determine which solution best suits your needs.
- You can provide in-room digital services using economical handsets, including existing analog equipment, with Alcatel-Lucent support for the Session Initiation Protocol (SIP). Cost-effective access to features such as Voice over IP, instant messaging, conference calls and call forwarding are a few of the many advantages available with SIP technology.

Figure 2. IP Touch phones offer an alphabetic keyboard and one-touch speed dialing





OFFER A RANGE OF BUSINESS SERVICES

- Business guests will appreciate the many advanced features you can offer, including a direct-dial telephone number (for both dialing in and dialing out without operator assistance), voice mail and call forwarding, as well as “do not disturb” and “wake up” features, all made possible through the **Alcatel-Lucent OmniPCX Enterprise Communication Server**.
- Executive guests will appreciate the wireless voice and data capabilities available through the **Alcatel-Lucent Advanced Cellular Extension** application. Even when they are off the hotel premises, they’ll have full access to hotel staff and services through their mobile phones.

Designed to cater to the world’s most prestigious VIP guests, the Banyan Tree Desert Spa and Resort in Bahrain needed the very best and most reliable communications system. The Alcatel-Lucent OmniPCX Enterprise Communication Server, combined with Alcatel-Lucent OmniSwitch™ and OmniAccess™ networking infrastructure products and IP telephones, provided the perfect solution.

“We are extremely happy with the Alcatel-Lucent solution. It has met all our needs in their entirety; we have not had to make any compromises and it represented excellent overall value.”

**MR. WALEED SAFFY, GENERAL MANAGER,
AL AREEN HOLDING COMPANY, RESPONSIBLE
FOR THE INSTALLATION OF THE IP SYSTEMS
AT THE BANYAN TREE DESERT SPA AND RESORT**

“What we put into the rooms becomes part of the hotel’s brand so it is very important in that respect... We felt that Alcatel-Lucent was very commensurate with the design and overall philosophy of the project.”

ALLAN STRAHLE, GENERAL MANAGER, THE LUXE MANOR



Create new revenue opportunities

Some technological developments, such as mobile phones, have led to declining revenues for hotel operators in formerly lucrative areas. Alcatel-Lucent partners with you to deploy differentiating, value-added services that enable new revenue streams.

- **Customizable, in-room services** allow you to target a guest's known preferences. For example, if the guest has shown a weakness for 11:00 p.m. snacks, you can program the television to run a late-night ad promoting the same kind of snacks the guest has ordered in the past. If the guest has used your spa facilities on previous visits, the Alcatel-Lucent IP Touch telephone can be preprogrammed with a series of advertisements promoting spa services.
- **Tailored video on demand and online gaming services** increase the likelihood that guests take advantage of your in-room services. For example, a family is more likely to be interested in a selection of movies geared to children than an "adult" entertainment package.
- **Digital TV** allows travelers to program TV viewing around their hectic schedules. Guests can record shows, watch them when they want and even pause their favorite show when room service is delivered or their phone rings.
- **Digital music and radio services** may be the feature that entices a guest to opt for a premium-priced room. You can provide them with access to their home radio station through a digital service, or integration with their iPod® mobile digital device for a personalized in-room stereo system.
- **Wireless high-speed Internet connectivity and wireless phones** can be offered as a premium service above and beyond "standard" in-room services for business travelers looking for more freedom and flexibility. One-touch wireless access to key hotel personnel and services can be particularly appealing to business guests or to a tour leader in charge of a group of guests, for example.

Figure 3 lists just some of the integrated IPTV and communications-based services and entertainment options possible with Alcatel-Lucent solutions.

Figure 3. Advanced entertainment and TV-enabled hotel services for discerning guests

| | |
|---|--|
|  <p>Broadcast TV</p> <ul style="list-style-type: none"> • Full-featured electronic program guide • Fully customizable user interface • Program information banners |  <p>Video and music on demand</p> <ul style="list-style-type: none"> • Menus with previews • Video search • VCR-like controls for video play • Digital music and radio • Portable music device integration (e.g. iPod) |
|  <p>Gaming</p> <ul style="list-style-type: none"> • High-quality console games • Multiplayer gaming • High scores |  <p>TV Internet</p> <ul style="list-style-type: none"> • Web browsing and e-mail on TV • Easy viewing on the TV • Age restrictions and site filtering |
|  | <p>Other hotel services</p> <ul style="list-style-type: none"> • Wake up calls • Welcome screen • Multilingual interface • Multilingual video sales • View hotel bill • Local information screens • Minibar management • VCR-like controls for video play • Maid and repair service interface • Express check-out |

Optimize hotel operations

Integrated communications services ensure that employees can be reached quickly by other employees and guests can access service staff, even when that staff is on the move within the hotel (concierge, cleaning, security, room service, for example). A real-time, integrated system also ensures that reservations staff have the information they need at their fingertips to handle guest calls.

PROVIDE EACH EMPLOYEE WITH THE RIGHT TOOLS FOR THE JOB

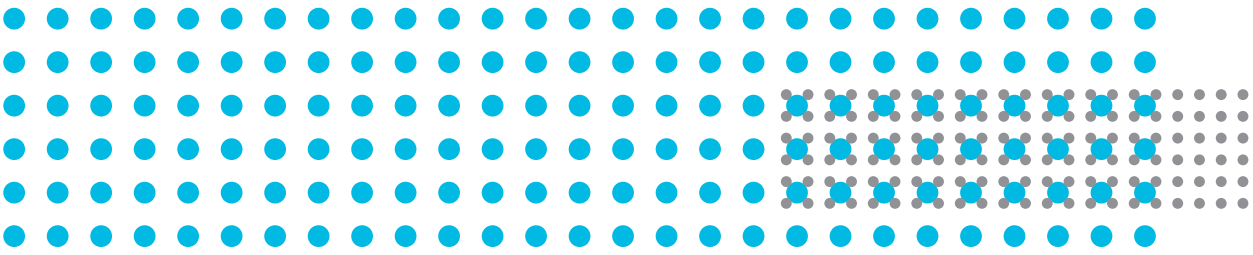
Alcatel-Lucent uses a role-based communications approach that allows you to create customized sets of communications tools, services and devices that are focused on the real needs of specific types of users.

With this approach, IT staff need only update and maintain communications tools for a small number of standardized user profiles, rather than a customized setup for each employee. In the hospitality business, you will likely find that your employees can be grouped into three types of role:

- Office workers, such as front desk, call center and accounting staff, who require primarily wireline phones, unified communications and contact center services so they can respond to guests' needs in real time
- On-site roamers, such as maintenance and back-office staff, who require mobile voice and data services
- Executives, such as hotel managers, who require access to the company's systems beyond the confines of the hotel or ship

Claude is the maintenance manager at a large, five-star hotel. Because he and his staff are always on the go, hotel management has provided them with Alcatel-Lucent IP wireless phones. Claude has preprogrammed his phone to provide him with one-touch access to each of the key service groups within the hotel, so he can quickly connect with his colleagues to resolve problems. When a call comes in that the safe in room 209 is not working, he knows it's likely because it needs a new battery. He sends a broadcast message to all members of his staff to quickly locate the closest repair person. He also checks the hotel inventory to ensure that a replacement battery is available. In no time, someone is heading to the guest's room with a new battery. He's also advised the front desk what's happening, so they can let the guest know that help is on the way.





ENABLE ANYTIME, ANYWHERE COMMUNICATIONS
Alcatel-Lucent has solutions that will increase your staff's efficiency and productivity.

- Conferencing and collaboration capabilities allow staff to communicate wherever they are, using any device, inside or outside your establishment. **Alcatel-Lucent OmniTouch Unified Communications** applications, such as **My Teamwork™** and **My Instant Communicator**, offer voice, web, video and secure instant messaging tools so customer-facing staff can easily get the latest information on hotel services, such as wait times at the restaurant or special packages.
- You can quickly and efficiently call staff at several locations to a meeting using the **Alcatel-Lucent Automated Message Delivery System**. The same message broadcasting system can be used by staff to advise participants in a tour that the bus has arrived or to notify conference participants that lunch is served.

- You can ensure employees always have the complete picture by integrating wired or wireless **Alcatel-Lucent IP Phones** and Wi-Fi-enabled PDAs with your existing hotel management systems. Wireless connectivity can be provided by strategically locating **Alcatel-Lucent OmniAccess Wireless LAN** access points throughout the hotel complex or cruise ship.
- Management and mobile employees can stay connected by transforming their mobile phone into a corporate phone with **Alcatel-Lucent Advanced Cellular Extension**. Staff have full access to the corporate voice network and corporate telephony services anytime, anywhere.
- Your communications system can be fully integrated with other hotel applications, such as the property management system, using **Alcatel-Lucent Hospitality Link**.

The Park Hyatt Zurich is a modern luxury hotel, situated in the center of the financial and business district. When it was selecting its communications system, it had two objectives: meet the sophisticated communications needs of the guests at this five-star establishment and provide the tools for staff to do their jobs efficiently. The Alcatel-Lucent solution includes the OmniPCX Enterprise Communication Server, OmniVista™ 4760 Network Management System and a range of terminals, analog connections and wireless phones.

“The solution is efficient, flexible, well designed, and reduces workload. This leads to significant time savings in our daily processes.”

THOMAS MARKOVIC, DIRECTOR OF ENGINEERING
AT THE PARK HYATT



Build a reliable and secure foundation for your business

Communications services are essential to the operation of your hotel or cruise ship. Your guests rely on your services for everything from calling home to conducting business and ordering dinner. Your staff depends on your communications system to help them function as an efficient team, and to respond to guests' needs. You must also be confident that your data is secure and guests' personal information safeguarded. To offer your guests superior services and operate efficiently, you need a solid foundation.

- Whether you operate a single hotel, a palatial spa spread over several kilometers, hundreds of hotels around the globe, or a luxury cruise ship, there is an **Alcatel-Lucent OmniSwitch** and **OmniAccess** networking infrastructure product to suit your needs.
- To provide in-room, broadband services to guests using the existing telephone system's copper wire, you can rely on the DSL capabilities in the **Alcatel-Lucent Broadband Access** solution.
- For end-to-end security across your network and communications systems, including features such as 802.1 authentication, voice and signaling encryption, and intrusion detection and prevention, Alcatel-Lucent provides the **Alcatel-Lucent VPN Firewall Brick Security Appliance**, **IP Touch Encryption** modules, **Alcatel-Lucent OmniAccess Safe Guard Appliances**, **Alcatel-Lucent OmniVista 2760 SecureView ACL** and **Alcatel-Lucent 2770 OmniVista Quarantine Manager**.



EASY, FLEXIBLE MANAGEMENT

Your entire communications system must be easy to manage and update. The **Alcatel-Lucent OmniVista 4760 Network Management System** simplifies administration by enabling staff to manage multiple sites from a centralized location. IT staff can take advantage of sophisticated, easy-to-use tools that help with day-to-day operations, including:

- Automated adds, moves and changes
- Continuous monitoring of equipment and links, statistics and traffic flows
- Automated reporting, diagnosis, and resolution of minor problems and alarms

Staff can configure the system to generate alarms before a situation becomes severe enough to disrupt service. With this kind of preventative maintenance, your system will never let you — or your guests — down.

Your communications system must also be fully integrated with other hotel management applications and your accounting system, so you can provide guests with accurate, consolidated invoices in a timely fashion. Alcatel-Lucent network management software is standards-based and open, so it can be readily integrated with third-party vendor solutions.



“The Alcatel-Lucent IP phones are ideal as they are managed from a central point.”

HELENE POIRIER, ICT CONSULTANT AT EACOM WLL,
WHO PROVIDED TECHNICAL ADVICE TO
THE BANYAN TREE DESERT SPA AND RESORT

Partner with a world leader in communications

Alcatel-Lucent has the technology solutions you need, whether that means an improved contact center that is integrated with your existing hotel management system or an end-to-end, integrated IP-based voice and data system that includes next-generation wired and wireless voice, data and video service.

We have set the pace for change in communications networking technologies, and we continue to innovate by combining what is possible in science and technology with what is required by our customers. For more information, please visit www.alcatel-lucent.com.

SERVICES TO SUPPORT YOU EVERY STEP OF THE WAY

The hardest part of any deployment is making sure all the pieces work together as intended. Alcatel-Lucent and its network of business partners provide a full range of services that ensure long-term success throughout the full life cycle of your communications system. Our highly experienced professionals provide customized services from audit and design, through integration and deployment, to maintenance and operations. Our support services include:

- **Life cycle services** to prevent transition losses, keep your communications system running and help reduce operation and maintenance costs
- **Software support services** with 24/7 hotline support and unlimited software updates
- **Out-of-the-box solutions** to minimize installation and integration costs
- **Outsourcing services** that feature a single point of contact for simplified communications, a welcome desk, a service desk, a help desk and a network operations center that is available 24/7/365

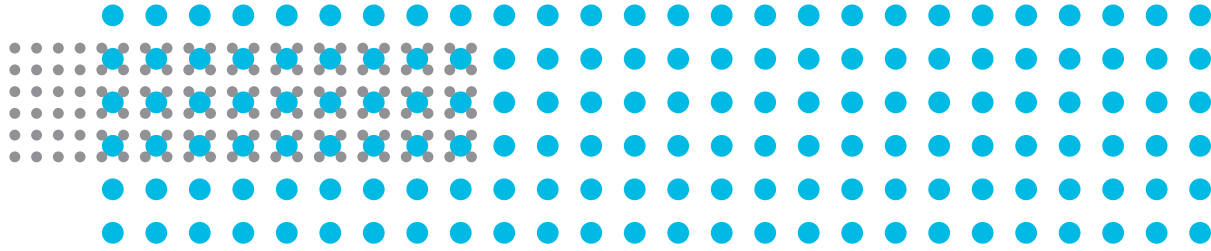
LEVERAGE OUR INDUSTRY PARTNERSHIPS

A worldwide network of Business Partners — accredited through a demanding Business Partner Program — is ready to help you choose the Alcatel-Lucent hospitality solution that's right for your business. These experts take the time to listen to your needs and define a customized communications system for your organization.

Most importantly, our Business Partners work with you to ensure a smooth transition, and to be sure that your Alcatel-Lucent system evolves as your business grows and that it maintains peak performance. Working alongside Alcatel-Lucent service professionals, our partners provide you with the technical and product training, sales resources, marketing support, and professional services that will help you differentiate your company in today's competitive environment.

To ensure your communications network is geared for success, Alcatel-Lucent also allows you to capitalize on our Application Partner Program. Through this global network of systems integrators, hardware vendors and independent software vendors, you gain access to communications applications that are designed specifically for the hospitality industry and are optimized for use with the Alcatel-Lucent hospitality solutions described in this brochure. For more information, please visit www.applicationpartner.alcatel-lucent.com





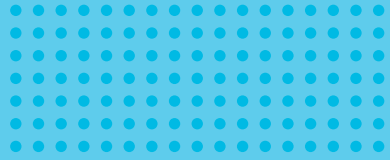
THE CHOICE OF LEADING HOSPITALITY PROVIDERS

As you face the challenges of today's dynamic world, it is reassuring to have experience in your corner. Alcatel-Lucent has communications solutions installed in leading hospitality establishments around the world. Here are just a few examples:

- Accor Hotels
- Banyan Tree Desert Spa and Resort
- Best Western Hotels
- Club Med
- Commonwealth Hotel
- Compass Nomura Hotels
- Crowne Plaza Hunter Valley
- Emirates Palace
- Four Seasons Hotels
- Grand Hyatt Dubai
- Hilton Hotels
- Hotéis Real Portugal
- Hotel Bellevue Palace
- Hotel Reservation Service
- Intercontinental Hotels and Resorts
- Jolly Hotel du Grand Sablon
- Kempinski Hotels
- Luxe Manor Hotel
- Marriott Hotels and Resorts
- Mövenpick Hotels
- NH Hotels
- Oberoi Hotels and Resorts
- Outrigger Hotels & Resorts
- Park Hyatt Zurich
- Park Plaza County Hall Hotel
- Radisson Edwardian Hotels
- Radisson SAS Hotels and Resorts
- Rezidor Hotel Group
- Riu Hotels and Resorts
- Rotana Hotels
- Shangri-La Hotels and Resorts
- Single Hotel Eden
- Société des Bains de Mer
- Sol Meliá Hotels and Resorts
- Starwood Hotels and Resorts
- Steigenberger Hotels and Resorts
- Sungate Port Royal Deluxe Resort Hotel
- The Ritz London
- The Leading Hotels of the World



Hospitality



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