



## RESORT HOTEL BOOSTS REVENUE AND GUEST SATISFACTION WITH STATE-OF-THE-ART IP-COMMUNICATIONS



**Australian hotel secures Alcatel-Lucent integrated IP-communications resulting in significant saving through improved staff efficiency and revenue-generating guest services**



The Crowne Plaza Hunter Valley, situated north of Sydney, opened in 2006 and is one of Australia's newest and most luxurious resorts. The hotel attracts both vacationers and business professionals with its fine guest services and amenities, including the newest, most comprehensive integrated communication system offering a wide range of triple play and wireless features.



## CHALLENGES

- New luxurious hotel – focus on business travelers needs
- Need for advanced, business-grade communication services
- Provide digital entertainment services to all guests
- Reduce overall telecommunications costs

## SOLUTION

- Converge telephony and IT into one IP-based system
- Alcatel-Lucent **OmniPCX Enterprise**
- Alcatel-Lucent **OmniVista** 4760 Network Management
- Alcatel-Lucent **OmniSwitch** 6800/  
**OmniAccess** Data Switching
- Alcatel-Lucent **OmniAccess** Wireless Access Points
- Alcatel-Lucent IP Touch and WiFi Handsets

## BENEFITS

- Converged system (voice/IT) yields cost savings
- Meets business travelers' IT-needs
- Provides revenue-generating digital entertainment to all guests
- Offers key differentiation from competitive hotels
- Improves staff efficiency
- Realizes cost savings from centralized maintenance

## CROWNE PLAZA OFFERS FULLY INTEGRATED, CONVERGED NETWORK

Part of the worldwide InterContinental Hotel Group, the Crowne Plaza Hunter Valley boasts 150 luxury rooms, 72 two-bedroom villas, conference facilities for 560 delegates and an 18-hole professional golf course. It is by any standard a five star-hotel with numerous upscale amenities. One of these is an advanced communication solution offering a wide range of services for guests, such as IP-telephony with advanced calling and messaging features, wireless and fixed line High Speed Internet Access (HSIA), IP-based in-room video on demand (VOD) and wireless telephony.

Hotel management and staff also benefit from these technologies. For example, wireless Point of Sale (POS) terminals quickly process guest orders through a wireless system covering inside and outside areas including guestroom services, in-room minibar charges and wireless mobile, as well as the outdoor pool areas, the golf course and the 'Kids Club' facility for young children.

The fully integrated, converged IP-network is based on the Alcatel-Lucent **OmniPCX Enterprise** voice system and a variety of Alcatel-Lucent **OmniAccess** and **OmniVista** data switching, management and wireless access equipment and support.

## SERVING TECHNOLOGY-SAVVY TRAVELERS

The hotel was designed with guests firmly in mind and advanced communications technology was viewed as a key point of differentiation with other resorts in the area. "Our target market consists of business professionals, who make up 70% of our guests, with the remaining 30% being leisure travelers," says Neil Houghton, General Manager Crowne Plaza Hunter Valley. Today's guests are no longer satisfied with a basic telephone in each room, a television set and wake-up calls.

"Business travelers are technologically savvy and don't have time to struggle with complicated connectivity options and slow Internet services. They need to be able to connect and get on with business now, and without fuss," Neil Houghton says. Apart from that, there are also services for both business and leisure

The combined network runs all telephony and IT across a single, IP-based system to provide guests exceptional communication services, and streamline backroom operations.



travelers, like two Alcatel-Lucent **IPTouch** phones in each room or villa, automated voice messaging, wireless connectivity throughout the complex and advanced, digital-based in-room entertainment VOD.

The network infrastructure to support these advanced services had to be simultaneously fast and robust, incorporating all telephony, wired and wireless voice/data, HSIA, billing software and integrated IP-applications for remote and mobile staff. The combined voice and data network solution chosen by the hotel enables it to run all services and applications across a single, ethernet-based high-speed network to provide guests optimal communication services, as well as to streamline backroom operations and reduce telecommunications costs.

### IN THE FOREFRONT OF BUSINESS HOSPITALITY

Once the primary customer drivers and needs were identified and thoroughly researched by the hotel management, the hotel conducted a competitive bid process. Integ Communications, a North Sydney-based Business Partner with Alcatel-Lucent, was selected to design and implement the converged IP-telephony and data network, based on its technology leadership, market presence, experience and flexible pricing.

“We effectively demonstrated how a converged voice and data network can help hospitality providers improve customer service and drive additional revenue through advanced technology like VOD, HSIA and wireless functionality,” says Ian Poole, Chief Executive Officer of the Integ Group. “Not only does this give the hotel a competitive edge, it also keeps it at the forefront of the region’s business hospitality market well into the future.”

Applications running across the converged voice and data network include wired and wireless IP-telephony and HSIA for guests and staff, wireless POS devices for fast, real-time processing of guest orders, both indoor and outdoor, throughout the complex, and a point-to-point wireless network. In addition, there is also voice and data Wireless Fidelity (WiFi) access for guests and staff, digital in-room video entertainment including VOD, which allows movies to be individually selected, stopped and played back at guest command, wireless audits and guest billing.

Wireless access points are spread across the hotel complex, with more than 500 Alcatel-Lucent IP-handsets provided for staff and guests. The staff can also use WiFi-enabled handsets, allowing for greater mobility and service readiness in handling guest requests wherever they are throughout the hotel. Integ provided all design, planning, installation and project management using Alcatel-Lucent’s converged enterprise product portfolio. They also included a customized training program for hotel staff and 24/7 technical and operational support.



### INTEGRATED COMMUNICATIONS HELP HOTEL REVENUE BY PROVIDING APPEALING GUEST SERVICES

The fundamental component of the hotel’s advanced, integrated communication system is the Alcatel-Lucent **OmniPCX Enterprise**, a comprehensive IP-based private branch exchange (IP-PBX) and server which combines traditional telephone functions with sophisticated IP-telephony and multimedia communications support, including wireless networking, HSIA and VOD.

In addition, the IP-PBX/server offers a suite of superior, integrated voice communications features for staff and guests, such as centralized voice mail and personalized assistant applications. Other Alcatel-Lucent products further complement the system by supporting a range of functions highly beneficial to hotel operations and revenue generation, such as the Alcatel-Lucent **OmniVista 4760** management platform, which manages the performance of various network systems.

There is also the Alcatel-Lucent **OmniAccess** data switching platform that facilitates the use of all advanced communications by ensuring high speed and connection rates, providing guest satisfaction even when the system is in maximum use. The Alcatel-Lucent **OmniAccess** wireless access points provide strong, clear and secure connections from the hotel’s mobile radio frequency (RF) handsets. Hotel staff also run laptops, cellular phones and PDAs (GSM & VoWLAN). Finally, there are also Alcatel-Lucent IP Touch WiFi-handsets for staff and guests with features similar to wired handsets such as call transfer, call by name and three party-conferencing.

“Crowne Plaza Hunter Valley serves as a model for other four or five star-hotels that want to improve customer service and drive



growth plans using converged IP-based services,” Neil Houghton says. He specifically notes above average use by guests of both internet access and VOD, which not only provides valuable revenue, but testifies to the receptiveness by guests to properly installed technology.

**CONVERGED SERVICES YIELD IMPRESSIVE SAVINGS**

Converging telecommunications and IT networks into a single, centralized, IP-based solution means less costly cabling, trouble shooting, and technical upkeep while maintaining identical, high-quality service levels across the organization. Alcatel-Lucent has found converged IP communications networks to achieve multiple benefits in financial and operational terms. For example, shared bandwidth in multi-site networking yields 5 to 30% savings in subscription and communication costs and integrated management of data and voice networks produces between 10 and 40% savings. Moreover, centralized maintenance, upgrades and related operations result in 5 to 20% savings, and moves, add-ons and changes are easier to implement in a single system, resulting in 20 to 30% savings. Finally, a smooth migration path yields 20 to 50% savings in PBX annual hardware investment.

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**Neil Houghton,**  
**General Manager,**  
**Crowne Plaza Hunter Valley**

“The network Integ has delivered, gives our business guests a true mobile office environment. It has helped increase staff efficiencies and improve responsiveness through wireless telephony, wireless Internet access as well as the wireless point of sale solution,” Neil Houghton concludes.



**BUSINESS PARTNER’S ROLE**

Working closely with Alcatel-Lucent, Business Partner **Integ Communications** provided all local project coordination as well as design, planning, installation and post-cutover management. Integ also executed customized staff training at the Crowne Plaza Hunter Valley hotel’s conference center. The company currently provides the hotel with 24/7 technical and operational support.

“Converged voice and data networks are a way for the hospitality market to improve customer service and drive additional revenue through Video on Demand, wireless and high speed internet access.”

**Ian Poole, CEO, Integ Group**

**BUSINESS PARTNER INFO**

**Integ Communications** is part of the Integ Group of companies, whose parent is UXC Ltd., an Australian Stock Exchange ‘Top 300’ firm. Integ Communications is Australia’s leading integrator of voice, data infrastructure, IP-business applications and security solutions, providing business value through superior capabilities and services. It has offices throughout the country including Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth.

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