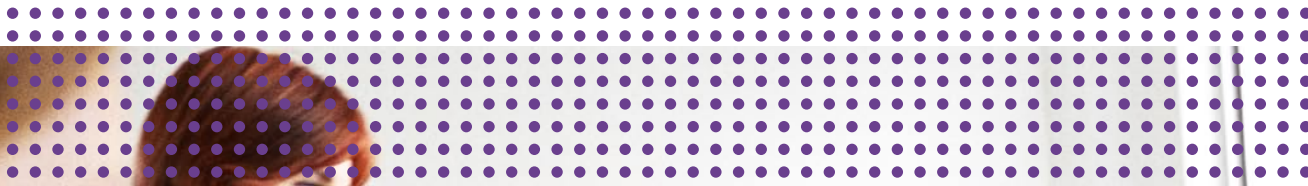




FIVE-STAR COMMUNICATIONS: PROMINENT BUSINESS HOTEL ATTRACTS GUESTS WITH WIDE RANGE OF MODERN SERVICES



**Park Hyatt Zürich in Switzerland moves forward
with innovative communications solution from Alcatel-Lucent**



For a prominent new business hotel in Zürich, the Hyatt hotel chain opted for the latest communications technology from Alcatel-Lucent. The new solution meets two important goals for this global hospitality leader: it allows the Park Hyatt Zürich to meet the requirements of the most demanding business travelers, and it offers new ways for hotel management to increase profitability.



CHALLENGE

- Provide guests with personal extension number on arrival
- Implement central accounting for speech and data services
- Integrate subsystems (mini bar and parking)
- Wi-Fi Wireless Internet Access
- Integrate building management system for light and temperature control and the fire alarm system

SOLUTION

- Alcatel-Lucent **OmniPCX Enterprise** system
- Alcatel-Lucent **OmniVista** Network Management
- 720 terminals
- 60 wireless DECT telephones

BENEFITS

- Increased efficiency thanks to DECT and VoiceMail
- Hotel staff more mobile and accessible
- Improved service level for hotel guests
- Increase in profitability
- Future-proof investment

The Park Hyatt Zürich is a modern luxury hotel, situated in the heart of Zürich, in the center of the financial and business district of the city. A modern building with distinctive architecture, it unites state-of-the-art technology with extremely comfortable, well-appointed hotel rooms. In addition to its 142 rooms that provide travelers with optimal peace and quiet along with the latest communication technology, the hotel offers a luxurious fitness and wellness area, and is equipped to host events, such as conferences and banquets, for up to 300 people.

MEETING HIGH DEMANDS WITH COMMUNICATIONS TECHNOLOGY

The fundamental business aim of all successful hotels also applies to the Park Hyatt Zürich: satisfy guests and at the same time increase profitability for the hotel enterprise. For this newly-built Hyatt hotel, management wanted to offer not only the greatest degree of comfort, but also to address the requirements of technically-sophisticated business travelers by offering special communication services. As a result, as much value was placed on a polished set of features for the conference rooms as on an intelligent solution for a smooth check-in and check-out.

Following the success of the Alcatel-Lucent implementation at the Park Hyatt Zürich, the Hyatt hotel chain has decided to adopt this approach as the new standard for the hotels in the chain.

Requirements for a communications solution for the hotel were accordingly high. On arrival, guests needed to be allocated a personal direct-dial extension. Voice and data services that were used by guests had to be centrally accounted and charged for, and subsystems such as room key management, mini bar and parking also had to be integrated. Other aims were to offer Wi-Fi Wireless Internet Access, to improve the ability of both guests and staff to reach hotel staff as required, and also to increase the mobility of hotel staff. Apart from this, the building management system for light and temperature regulation and the fire alarm system also had to be integrated.

The new solution also had to be tailored to the needs of the hotel staff, enabling them to provide quick and efficient service. “For this project there were two target groups that had to be satisfied at the same time,” says Walter Mittelholzer, Account Manager for NextiraOne, the Alcatel-Lucent Business Partner for the Park Hyatt project. “On the one hand, the guests of the five-star hotel, and on the other hand, the hotel staff, who



need to guarantee optimal service with the new solution.” Success in the long term is ensured when the needs of both sides are fulfilled.

After an in-depth review of different solutions, management decided on a comprehensive system from Alcatel-Lucent that included an Alcatel-Lucent **OmniPCX Enterprise** solution with 720 terminals, 360 analog connections, and 60 wireless DECT (Digital Enhanced Cordless Telecommunications) telephones.

The Alcatel-Lucent **OmniVista** Network Management guarantees simple operation, and an alarm server system guarantees the connection to the fire alarm system. The complex building environmental management system, which for example automatically ensures the correct temperature and lighting of the conference rooms, is also connected with the telephone system; with any error a notification is sent to the DECT telephone of a technical support staff member.

CONNECTING GUESTS FROM CHECK-IN TO CHECK-OUT

Guests are ‘connected’ as soon as they register at the hotel. The front-office system Opera allocates each guest a personal extension number and a handset automatically on check-in. This individual allocation also ensures, on later check-out, an accurate account of the hotel services used (telephone, mini bar, and parking).

All of the rooms in the Park Hyatt are provided with multiple connections. On the writing desk and at the bedside there are at least three digital terminal devices from Alcatel-Lucent. There is an analog connection in the bathroom and in the bedroom there are connections for fax, modem and Ethernet. In addition to this all public areas of the hotel are provided with Wi-Fi high-speed Wireless Internet Access. So that all the needs of guests can be fulfilled at any time, the hotel also provides a 24-hour business center, where modern PC infrastructure is available.

Hotel staff have further increased their efficiency, thanks to the newly-installed DECT and VoiceMail solution.

INCREASED PRODUCTIVITY FOR HOTEL STAFF

Hotel staff have further increased their efficiency, thanks to the newly-installed DECT and VoiceMail solutions, and they can now also profit from integrated Mini Messaging. For example, room service orders from guests are transmitted directly as a text message to the DECT set of the appropriate staff member. Technical personnel are now more mobile, and can be reached much more easily, guaranteeing optimal client service.



“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

NextiraOne supports the hotel’s engineering team in the service and maintenance of the complex telephone system. The service level agreement outlines services and reaction times, which are arranged to meet the hotel’s needs with precision. For example, a specialist from NextiraOne can be requested at short notice for remote or on-site support to ease the workload of the internal hotel staff.

ZÜRICH PROJECT SETS NEW STANDARD FOR HYATT HOTELS

Following the success of the Alcatel-Lucent implementation at the Park Hyatt Zürich, the Hyatt hotel chain has decided to adopt this approach as the new standard for hotels in its chain. Together with the services of NextiraOne, Alcatel-Lucent has ensured that this luxury hotel can meet the demands of its business guests while increasing the efficiency of its overall operation.

Thomas Markovic, Director of Engineering at the Park Hyatt, confirms this: “The system is efficient and flexibly-configured, enabling our staff to react quickly to the needs of our guests. The extremely user-friendly operation of the system reduces workload and results in significant time savings in our daily processes.” In addition to the Alcatel-Lucent technology now in place, it’s thanks to the efforts of NextiraOne that the hotel has been able to guarantee reliable services for its most demanding clients.



BUSINESS PARTNER INFO

NextiraOne is a leading supplier of integrated solutions for efficient and reliable enterprise communication in the whole of Europe. From consultancy and planning, through implementation through to management, the whole lifecycle of a network is covered. As an integrator, independent of any manufacturer, for convergent voice and data networks, contact centers, business protection and services, NextiraOne uses best-in-class technologies from leading partners such as Alcatel-Lucent.

One of the core competencies of NextiraOne is services. These services are a key factor in successful projects and for long-term partnerships. The complete solutions from NextiraOne fulfill the unique requirements of clients fully, today and into the future.

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