



Alcatel-Lucent OpenTouch Hospitality Cloud Solution

Embrace flexible, secure, and innovative communications services: Pay-as-you-use services based on occupancy

The **Alcatel-Lucent OpenTouch® Hospitality Cloud** is a powerful communication suite for hospitality businesses of any size and category. It allows them to provide their guests and employees with advanced communication services while controlling costs, shifting from CAPEX to OPEX using a unique occupancy rate based business model. The hotel solution is easily customizable to every hotel category. It allows easy addition or removal of rooms, users or services to build an à-la-carte selection of hotel services and hotel applications.

Today's travelers expect a personalized connected experience throughout their journey, whether they are in an office or a hotel room. And, it needs to be a natural extension of their virtual space. Guests travel with several devices and expect high speed internet access everywhere they go, placing a lot of pressure on hotel infrastructures. Hospitality providers must be able to find the right balance between providing exceptional services before a guest checks in, while anticipating the rapid shifts in business volume and scaling to adapt to the occupancy rate.

TRENDS AND CHALLENGES IN THE HOSPITALITY SECTOR

The hospitality industry needs to optimize daily functions to control costs and keep guests happy. Hotels must be able to scale and adapt to the fluctuating occupancy rate.

Moving the communications infrastructure to the cloud can help achieve this business objective. Cloud resources can be added or removed almost instantaneously, it offers advanced security and redundancy features and can significantly reduce the total cost of ownership (TCO) with an occupancy based business model.

The cloud offers a transformational opportunity to reduce IT's burden of building and managing infrastructure. By shifting to a scalable service model, hotels can increase their focus on the strategic business value of IT, guest satisfaction and innovation. The model also offers rapid deployment, flexible cost structures, advanced applications and service delivery with an improved guest experience.

ALCATEL-LUCENT OPENTOUCH HOSPITALITY CLOUD TO THE RESCUE

The OpenTouch Hospitality Cloud provides a memorable guest experience:

- + Simplified check-in
A hotel link for PMS integration provides complete guest management: Check-in, checkout, guest voicemail, wake-up calls and enhanced telephony features for guest rooms through easy-to-use APIs.
- + Mobile guest experience
The Mobile Guest SoftPhone application allows guests to use their own devices, inside and outside the hotel, as an extension of their hotel room phone. They benefit from free communications through wireless networks and quick access to the hotel services directory via a simple, customized mobile interface.
- + Unique communication experience in the room
 - Personalized welcome, in up to eight languages, with guest name and room number displayed plus hotel services presented on the room phone set.
 - Smart guest applications: Connected room experience via the digital hotel tour plus integrated room environment control of A/C, lights, curtains, and more. This offer is available, on-demand, on Smart DeskPhones.
 - Room communications services:
 - Guest check-in, checkout
 - Automated wake-up calls
 - Room and mini-bar provisioning
 - Guest mailbox
 - Voice guides in eight languages

CENTRALIZED EMERGENCY MANAGEMENT

Centralized collection and aggregation of alarms from different subsystems, notification of the most appropriate person in real-time using industry-specific communication systems, and taking into account staff mobility. This is available on demand via the OpenTouch Notification Service.

CUSTOMER SERVICE EXCELLENCE

Advance Unified Communications business and telephony features plus automated attendant and contact center services deliver exceptional customer service.

SIMPLIFIED EMPLOYEE EXPERIENCE

OpenTouch Hospitality Cloud lets employees easily connect to and exchange rich, context-based information without compromising security or quality - from any place and through any device. They can retrieve personal and professional features on the devices they choose, or shift between devices to adapt to the context of a conversation, delivering a superior customer experience.

REDUCED UPFRONT COSTS

OpenTouch Hospitality Cloud reduces up-front costs for a lean approach: Hotels can take advantage of flexible licensing models based on occupancy rates paying only for rooms actually occupied on a monthly basis. They can also accelerate technology adoption and new services deployment while cutting deployment costs. Maintenance and upgrade costs are transformed into predictable OPEX via monthly fees.

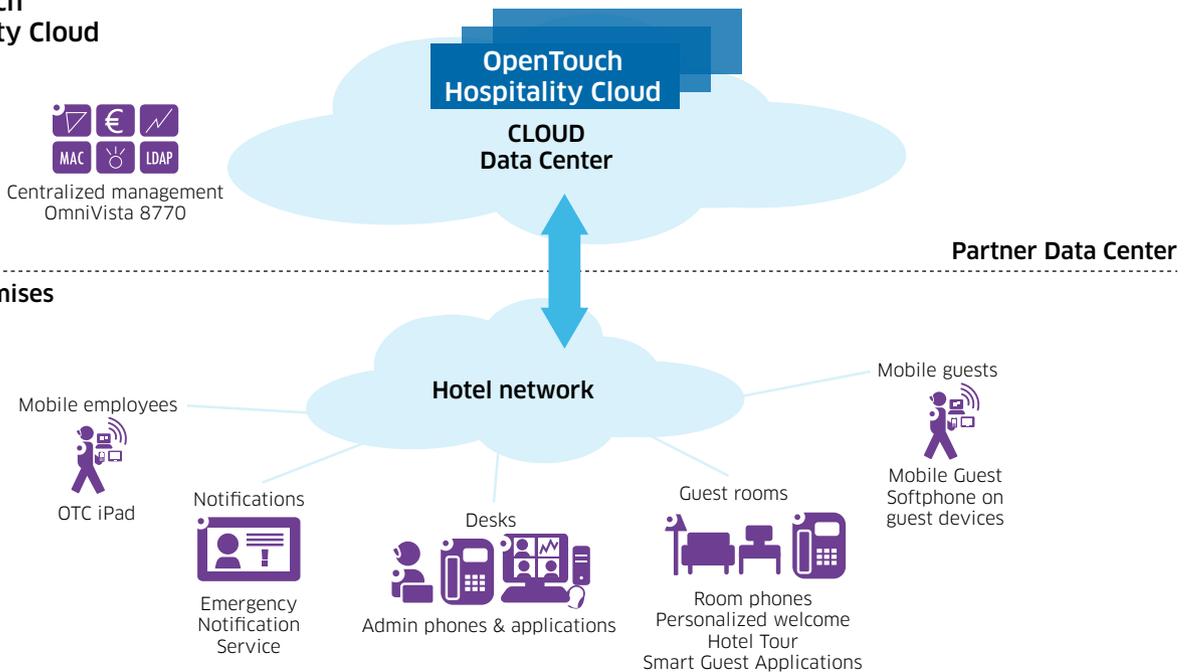
RELIABILITY AND SECURITY

Expert hosting is handled externally in secure conditions that include physical security, power and cooling for the servers. Redundancies are in place making service interruptions a thing of the past. All maintenance costs are included in the monthly hosting fees. Enjoy a simple and effective solution that delivers optimal returns across multiple hotels: The hotel solution is always running the latest software release and benefits from the latest security updates.

BUSINESS AGILITY

OpenTouch Hospitality Cloud can adjust on the fly to meet the needs of any hotel. New capabilities, or increased capacity, can be added in the network without requiring minimum or additional hardware to be installed on site. The capacity can also be decreased any time, following business changes and dynamics, without additional cost or penalties. It is a true pay-as-you-go solution that also offers a flexible subscription.

OpenTouch Hospitality Cloud



OPENTOUCH HOSPITALITY CLOUD: A COMPLETE SOLUTION

POWERFUL AND FLEXIBLE

Based on innovative OpenTouch software technology, that now offers cloud-ready technology for easy data center deployment, the OpenTouch Hospitality Cloud can be deployed as a private cloud, hybrid cloud or overlay solution. It delivers unprecedented openness (SIP, applications, platforms) for small- to large-sized hotels and is available, exclusively, through certified Enterprise Cloud Partners. Find a [Specialized Enterprise Cloud Partner](#).

CENTRALIZED MANAGEMENT

The Alcatel-Lucent OmniVista® 8770 Network Management System provides automated and unified provisioning from the cloud through a single interface with few required parameters. The platform preempts potential issues using real-time performance monitoring with automated notification to optimize network management.

UNMATCHED ECO-SYSTEM, INTEGRATION AND SUPPORT CAPABILITIES

OpenTouch Hospitality Cloud benefits from Alcatel-Lucent Enterprise's unmatched application eco-system (property management systems and other hospitality specific applications) backed by powerful integration and customization capabilities of our partners, integrators and our own expert Professional Services.

To ensure your project's success, partners have been carefully selected and mentored to assure cloud readiness. Optimal solution performance is supported through monitoring, strict SLAs and optimization services via different support options.

The Hospitality Cloud Solution is available today through our [Certified Partner Network](#) around the world.

Our company is a leading provider of enterprise communications solutions and services, from the office to the cloud, marketed under the Alcatel-Lucent Enterprise brand. Building on our established heritage of innovation and entrepreneurial spirit, we operate globally with 2700+ employees in 100+ countries worldwide, with headquarters near Paris, France.

With communications, networking and cloud solutions for business of all sizes, our team of technology experts, service professionals, and 2900+ partners serves more than 830,000 customers worldwide, tailoring and adapting our solutions and services to local requirements. This provides tangible business outcomes through personalized connected experiences for customers and end users.

enterprise.alcatel-lucent.com

Alcatel-Lucent and the Alcatel-Lucent Enterprise logo are trademarks of Alcatel-Lucent. To view other trademarks used by affiliated companies of ALE Holding, visit: enterprise.alcatel-lucent.com/trademarks. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Neither ALE Holding nor any of its affiliates assumes any responsibility for inaccuracies contained herein. (May 2016)

Alcatel·Lucent 
Enterprise