Transforming hospitality with innovative Alcatel-Lucent Enterprise solutions

Delivering secure and efficient communications to staff and guest services in a new era

Alcatel·Lucent
Enterprise

The new hospitality

In the hospitality industry, the guest experience is everything — along with the ability of employees to feed this experience. The challenge for hotels has always been to provide a high level of service while keeping guests safe and secure. With the help of technology, this can now be achieved in a whole new way.

At Alcatel-Lucent Enterprise, we believe technology is key to achieving a renewed and improved guest experience by enabling efficient and secure communications, operations and guest service solutions. As a trusted hospitality technology vendor, we stand ready to help the industry face this new reality.

With the shift towards touchless operations, hotels can provide a more streamlined and efficient guest experience. By implementing digital solutions such as mobile check-ins and smart room keys, hotels can reduce the need for face-to-face interactions and increase guest convenience. With digital guest experiences, hotels can anticipate guest needs and provide personalized services throughout their stay.

Valuable guest experiences are highly linked to company culture and the responsive and predictive behavior of staff, and new technologies allow staff to always be aware and up to date to better please guests. Having access to real-time information, quickly finding solutions and proposing services that may be important to a customer can be made possible to the entire organization based on a flexible and powerful network foundation.

The new hospitality industry requires innovative solutions that combine technology and a human touch to provide a superior guest experience. At ALE, we are committed to helping hotels navigate this new reality by:

1. **Improving security:** New complex security systems, devices and applications need to be deployed and managed. Automation, security and networking standards necessary to connect new devices and support services, and prevent cybersecurity breaches, with the best performance and minimum effort will be required.

2. **Redesigning the guest journey:** Technology has replaced much of the face-to-face contact between guests and staff. To ensure guest satisfaction, as well as a superior quality of experience, the network must provide pervasive and high-speed connectivity for smooth integration with guest services and devices.

3. **Mobilizing back-of-house (BOH) operations:** Hotel operations increasingly rely on cloud-based solutions that require no on-site hardware and maintenance and are based on Software as a Service (SaaS) subscription models to provide the seamless and efficient operations that guests expect.

Improving security and hotel operational autonomy

To deliver effective services the hotel network must provide high levels of mobility, quality of service (QoS) and security for hotel operations to run smoothly and seamlessly around the clock.

Alcatel-Lucent Digital Age Networking provides reliable, secure and versatile infrastructure to support work from anywhere with the best performance. The Alcatel-Lucent OmniSwitch® family and Alcatel-Lucent OmniAccess® Stellar WLAN network portfolio delivers state-of-the-art capacity, security and reliability to meet the requirements of low-delay and high-bandwidth mobile applications for staff.

An intelligent network is the main component that brings everything together, providing seamless and secure connectivity between guests, staff, devices and applications. The ALE network infrastructure, including OmniAccess Stellar Wi-Fi, location-based services and Rainbow™ by Alcatel-Lucent Enterprise Workflow can enable these services.

The Network Advisor application, available to hotel staff, allows the operational team to receive alerts and take action in circumstances that require a quick network reconfiguration. Actions proposed by the application can help staff deal with security breaches, network congestion and other issues. Through artificial intelligence, a reconfiguration is proposed to the local operational team to keep the guest experience as favorable as possible, either in predictive or on-the-run mode.

Redesigning the guest journey

In the competitive world of hospitality, providing an exceptional guest experience is key to staying ahead of the competition. However, achieving this can be challenging, especially in a rapidly changing technological landscape. That's where ALE comes in: Designed specifically for B2B customers in the hospitality industry, our innovative technology solutions help you boost your business with our:

- **Virtual or augmented reality hotel tour:** Offer potential guests a convenient and immersive experience of your property. This allows them to make informed decisions about their stay without leaving their home or office. Our Rainbow APIs also make it easy to integrate real-time communications options into your website or mobile app, so you can connect with guests quickly and efficiently.

- **AI-powered voice assistants:** Easily and efficiently provide guests with instant and accurate answers to common questions. This not only improves the guest experience but also frees up staff to focus on providing personalized services. Our partner, QuickText, estimates that this solution can increase direct online revenues by 9%. AI can also be leveraged by staff to gauge customer satisfaction through brief surveys on hotel usage, external events, and other variables.

Alcatel-Lucent Enterprise delivers the latest technology solutions to help you provide exceptional guest experiences, improve operational efficiency and boost revenue. We understand the unique needs of the hospitality industry and are committed to helping you succeed.

Smart guestrooms

The rise of smart guestrooms in hotels is driven by the need for comfort and safety. These rooms offer remote control room automation, allowing guests to independently manage their environment. Smart guestrooms offer several benefits, such as:

- **eConcierge applications:** Combine remote room control capabilities with hotel services and ordering in a single guest application. These applications also make services available digitally to guests beyond their rooms and around the property. Multi-platform solutions allow the deployment of eConcierge on various devices.

- **In-room tablets or IPTV:** Provides a single point of control for the room and services, offering a good alternative for guests who may not want to install an eConcierge app on their own device.

- **Partner eConcierge apps**
  - All in one: The Hudini multi-platform eConcierge solution can be installed on guest mobile devices as well as on hotel tablets and IPTVs, enabling seamless communication between guests and hotel staff, which can increase guest mobility and improve the guest experience.
  - The Tapendium hospitality solution has integrated Rainbow voice services into its in-room tablet application for guests who prefer a contactless approach.
  - Bowo offers an authentic concierge experience with a large listing of local services and attractions, enabling hotel operators to create additional revenues with a local digital marketplace.
  - Many other solutions are available within the ALE ecosystem.

Optimizing back-of-house operations

To deliver exceptional guest experiences, hotels need to ensure their back-of-house (BOH) operations are seamless and efficient. Hotels can optimize their BOH operations and maintain high standards with the latest technology.

Our Rainbow Communication Platform-as-a-Service (CPaaS) enables direct communications channels such as chat, audio and video for staff members and guests, making it easy to provide efficient and effective services. With customized services implemented using Rainbow Workflow, we streamline and optimize digital business processes to ensure hotel staff operate at peak efficiency.

Our technology solutions are designed to be secure and compliant with the European Union's General Data Protection Regulation (GDPR) and cloud security regulations, ensuring that your guests' data and your hotel's operations are always protected.

Working with ALE lets you take advantage of the latest technology solutions and optimize your BOH operations, improve guest satisfaction and increase staff productivity.

Powerful Wi-Fi supports the guest experience and back-of-house operations

For check-in, in-room and on-property services to operate smoothly, high-quality and pervasive Wi-Fi is necessary so guests can find information, request services or ask for help from anywhere in the hotel. Alcatel-Lucent OmniAccess® Stellar WLAN is adapted for the hospitality industry and meets the latest Wi-Fi standard with high density capabilities for common spaces and discrete, powerful room coverage.

Continuity, flexibility and security in the cloud

TThe hospitality industry is no stranger to the cloud, but its adoption has been measured. Hotel systems must always be available to meet certain business needs, even in the most extreme circumstances. Cloud benefits are twofold: It offers a solution for business continuity and cost containment in exceptional situations, along with helping optimize operations and enabling the introduction of new applications with little financial risk.

These factors make cloud-based management solutions particularly advantageous for hotel operations. Most property management system (PMS), customer relationship management (CRM) and business intelligence (BI) applications have cloud versions which can be accessed anytime and anywhere, require no on-site hardware and maintenance and are based on flexible Software as a Service (SaaS) subscription models. In the event of a partial or total hotel closure, remote workers can access operations that must be active at all times while remaining services may be reduced to a minimum or even stopped.

Alcatel-Lucent Enterprise provides cloud-based services in a subscription model to help advance the wave of cloud adoption and innovation. With Alcatel-Lucent OmniVista® Cirrus Network Management as a Service, customers can manage their network remotely, even if it is fully distributed across multiple locations as is frequently the case for hotel chains and resorts.

Alcatel-Lucent Enterprise offers its solutions under both CAPEX and OPEX financial models. We also offer several architectural models including on premises, private cloud and public cloud to accommodate the needs of a diverse group of properties. This exceptional mix of financial and architectural options provides a frictionless path to addressing the needs of hospitality companies.

Innovative services and solutions

The hotel industry continues to be challenged by the web economy, including online travel agencies, price comparison platforms and peer-to-peer marketplaces, as well as operator acquisitions and consolidations. Competition is high and brands are struggling to maintain key performance indicators including average daily rate (ADR) and revenue per available room (RevPAR). At the same time, today's guests are empowered by social media and ranking platforms, leading to a more demanding environment than ever.

Alcatel-Lucent Digital Age Networking improves your operational efficiency, simplifies IT and powers a digital, contactless guest experience. This experience includes comprehensive mobility and in-room automation services that can be powered by guest devices to ensure a memorable and safe guest experience.

The hospitality sector also works with video more than ever, including IPTV, CCTV, digital signage and interactive kiosks. Supporting the latest video standards and having the ability to adapt the network is also important when investing in such technologies. ALE provides a comprehensive, easy-to-manage approach and support of video workflows.

Learn more

Learn how we can help you address today's challenges and enable the innovative services you need to win in the new hospitality industry.

www.al-enterprise.com/en/industries/hospitality

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