

FOUR SEASONS HOTEL

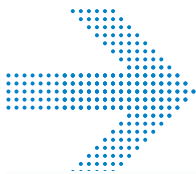
FOUR SEASONS HOTEL'S GUEST PERCEPTION OF QUALITY AND INNOVATION IMPROVES WITH THE INTRODUCTION OF SECURE, HIGH-PERFORMANCE COMMUNICATIONS SOLUTIONS



CASE STUDY

MARKET: HOSPITALITY

COUNTRY: INDIA



"Four Seasons Hotel in Mumbai, India, chooses Alcatel-Lucent solutions to deliver exceptional end-to-end converged communications to its guests"



FOUR SEASONS HOTEL
Mumbai

With a reputation for high standards and innovation, Four Seasons was looking for a way to provide high-quality, reliable communication services to the guests at its new hotel in Mumbai, India. Alcatel-Lucent's end-to-end converged solutions proved to be a cost-effective answer.



CHALLENGES

Four Seasons Mumbai was looking for:

- A secure communications network with voice, data and video that could perform in a high-demand environment
- Innovative, personalized systems that guests could use from anywhere in the hotel
- A way to improve staff efficiency through systems integration
- Increased revenue opportunities

SOLUTION

- Alcatel-Lucent **OmniPCX** Enterprise Communication Server
- Alcatel-Lucent **OmniVista 4760** Network Management System
- Alcatel-Lucent **OmniSwitches** (Core and Edge)
- Alcatel-Lucent **OmniVista 2500** Network Management System for Data
- Alcatel-Lucent **OmniStack 6200**, Alcatel-Lucent **OmniSwitch 9700** and Alcatel-Lucent **OmniSwitch 9600** switches
- Alcatel-Lucent **OmniAccess™ AP61** WLAN access points
- Alcatel-Lucent **OmniAccess 6000** wireless controller

BENEFITS

- Customized solution that meets all the hotel's communications needs
- Optimal, cost-effective and secure communications system for voice and data
- Hotel guests are happy with the service they receive

A REPUTATION FOR INNOVATION

Since the company was founded in 1960, Four Seasons Hotels has cultivated an international reputation for friendliness, efficiency, quality and innovation. The Canadian company has 73 hotels in major cities and resorts in 31 countries, with more than 25 properties currently under development.

The Four Seasons Mumbai opened in May 2008 in the Worli district, an emerging neighborhood in the heart of the city. Its 200 spacious rooms span more than 30 floors and offer breathtaking views of the Arabian Sea.

A NEED FOR CONNECTIVITY

Whether it's business travelers reporting back to the office or leisure guests keeping in touch with family at home, today's hotel guests depend on access to reliable communication when they travel. Security, ease of use and high access performance are critical factors.

Four Seasons Mumbai was looking for a single converged network for high-performance voice, data and video that would go beyond high speed Internet to offer more sophisticated services like enhanced guest mobility within the hotel and its shops, personal voicemail, direct numbers, multilingual voice guides, WiFi access, voice-over-WLAN and network security.

The hotel needed technology that would revolutionize its guest services without alienating non-technical guests. It also wanted to increase revenue and boost hotel staff productivity and efficiency by integrating its systems.

"Hotels are moving towards creating valued and unique experiences for guests. End-to-end enterprise solutions enable such experiences," explains the hotel's Executive Director, Mr. Adarsh Jatia.

AN EXPERIENCED PARTNER

To achieve these ambitious goals, Four Seasons Mumbai turned to Alcatel-Lucent's local Business Partner, ABS India. This company has experience handling complex projects and it provided the hotel with a custom-built solution using Alcatel Lucent's end-to-end converged solution. ABS India's unique project deployment approach and understanding of the customer's requirements, as well as the high quality of Alcatel-Lucent solutions, gave the partners an edge over other vendors.

"ABS India understood and addressed the hotel's need for a customized solution that covered voice, data and wireless.

It provided the hotel with the most optimal and cost-effective solution, without compromising performance or features," says Mr. Jatia. "ABS India's tailor-made package for the hotel differentiated it from the competition in terms of capacity, security and price."





“Four Seasons was looking for a sophisticated end-to-end solution for its guests and to be the best in India,” adds Dr. Vinay Sindigi, Marketing Manager of ABS India. “It was not only looking for companies that added value but also for a single point of contact. ABS India, with Alcatel-Lucent, has developed a very strong reputation in voice, data, security and wireless. With Alcatel-Lucent’s solutions, we could offer a good value proposition for the Four Seasons Hotel and a rich and unique solution to guests.”

A COMPREHENSIVE COMMUNICATIONS SOLUTION

ABS India conducted a detailed site survey of the hotel to determine the best convergence solution. Since the property was new, ABS India was able to deploy a tailor-made package without worrying about a legacy communications system.

The chosen solution incorporates a wide range of innovative Alcatel-Lucent products to improve hotel operations and the guest experience. The communications infrastructure is built on the OmniPCX Enterprise Communication Server, OmniSwitch LAN switches and OmniAccess Wireless LAN switches, and is managed using OmniVista Network Management.

IMPROVED GUEST EXPERIENCE

Ethernet connectivity is provided to the hotel’s various rooms using OmniSwitch LAN switches (OmniSwitch 9000 and OmniStack 6200). This enables guests to connect to wireless

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access points and use IP phones. Since the LAN switches provide power to IP phones and wireless access points, there was no need for the hotel to invest in additional power outlets.

In addition, the system enables Four Seasons Mumbai to offer special treatment to VIP guests. The telephony network provides 1,260 analog ports, 15 digital ports and 144 IP ports. Plus, the IP Touch phones provide an XML based application that enable guest personalization, guest services and room service.

SIMPLIFIED ADMINISTRATION

By integrating the Alcatel-Lucent OmniPCX Enterprise Communication Server with its Property Management Software, the hotel gained access to voice billing information. The deployment also enables workflow and notification features and the use of a centralized key service for multiple hotels.

Ultimately, the solution supports the communication needs of all guests, whether they are in their rooms or common areas. The OmniAccess Wireless LAN solution supporting voice-over-WLAN counts 375 WLAN access points (Alcatel-Lucent OmniAccess™ AP61) and one centralized wireless switch (Alcatel-Lucent OmniAccess 6000). The configuration of each access point is centrally managed; the Wireless LAN switch is the single point of configuration, management, security (one point of entry) and troubleshooting for the entire wireless LAN and its users. Currently the hotel personnel are using 50 Alcatel Lucent Mobile IP telephones.





HEIGHTENED SECURITY

The Four Seasons Mumbai solution includes a highly secure network firewall with anti-virus, anti-spam, and intrusion detection and prevention capabilities.

The hotel has also deployed the Captive Portal mechanism, which is built into the Alcatel-Lucent Omni Access 6000 WLAN controller. Captive Portal is an effective method for authenticating users in situations where it is either impossible or undesirable to configure all devices with pre-shared keys or client software. Any time a client browser requests a web page, the query is intercepted and redirected to the WLAN controller, which responds with its own login page. Once the user has been successfully authenticated, he or she can pass the Captive Portal and connect to network resources. In addition to being universal, flexible and highly compatible, Captive Portal provides security and enables legal support

ON-TIME, HASSLE-FREE DEPLOYMENT

It took 3-4 months to install the solution in the hotel, and another month to integrate the system with various applications and test its performance. "The deployment was well planned, and ABS India completed the work within the specified time frame. A team of experienced engineers and a dedicated project manager monitored progress and kept us up to date," said Mr. Jatia.

He was particularly pleased with how ABS India and Alcatel-Lucent managed the customer relationship: "ABS India and Alcatel-Lucent are both very client-friendly organizations. They supported us every step of the way."

Hotel chain with a reputation for innovation turns to Alcatel Lucent to deliver secure data, voice and wireless communications that perform



CUSTOMER SATISFACTION SPEAKS FOR ITSELF

Since the Four Seasons Hotel opened in Mumbai, hotel guests have been enjoying the results. "Our guests are extremely happy with the entire service value chain, including the communication systems," says Mr. Jatia.

The story doesn't end there though. The owners of the Four Seasons Mumbai were so impressed with ABS India and Alcatel-Lucent's solutions that they decided to replicate the system at some of their other holdings, including the Hyatt Regency in Pune and about 15 other hotels in India.

"We picked up several more installations in India based on the success at Four Seasons Mumbai. There are a number of large competitors in India, but we are happy to beat them," says Dr. Vinay Sindigi of ABS India, who cites the company's partnership with Alcatel-Lucent as a key strength. "ABS India enjoys a very good relationship with Alcatel-Lucent. We rate the company very highly in terms of satisfaction."

BUSINESS PARTNER INFO

ABS India is Alcatel-Lucent's dedicated business partner in India, with headquarters in Bangalore and an impressive presence across the subcontinent. The company builds, implements, and maintains some of the most complex next-generation communication networks to enable small, medium, large and multi-location businesses to exchange voice, data and multimedia information.

