



ACCOR  
HOTELS

A NEW CLOUD  
SOLUTION  
WITH UNIQUE  
LICENSING  
MODEL

## ACCOR HOTELS

Accor, the world's leading hotel operator offers the dual expertise of a hotel operator and brand franchisor as well as a hotel owner and investor, in 92 countries across all hotel segments.

In Australia, Accor is the largest hotel group, with over 200 hotels and more than 10,000 staff people.

On July 2014, Accor opened a brand new Ibis hotel in Adelaide, with 311 rooms.

### CHALLENGES

With this new hotel opening, Accor looked for a PBX solution to support their business operations.

It was critical to get a licensing model that reflected Accor's business operational needs and allowed them to keep low CAPEX.

Also, it was essential, given to further implementation in remote locations and properties, to find a vendor able to provide a full service for maintenance and support that was available 24h a day all around the country.

### PRODUCTS AND SERVICES

Alcatel-Lucent OmniPCX™ Enterprise Communication Server

Alcatel-Lucent OpenTouch™ Enterprise Cloud

### WHY ALCATEL-LUCENT ENTERPRISE

Accor in Australia have been a long-term user of Alcatel-Lucent Enterprise solutions.

After a market search, Alcatel-Lucent Enterprise was the one who could provide the most suitable and available solution for Accor with the best price.

Alcatel-Lucent Enterprise understood the hospitality business implicitly and provided a suited licensing model.

TO WATCH THE VIDEO: [click here](#)



**Location:** Adelaide,  
AUSTRALIA

**Vertical:** Hospitality

**Number of users:** 350

**Deal implementation:**  
July 2014

**Business Partner:**  
UXC Connect



## BENEFITS



### TECHNICAL

Cloud delivery of communications capabilities enables rapid deployment, flexibility and agility in implementing the planned new sites, with central and remote management.



### FINANCIAL

Alcatel-Lucent Enterprise provided a consumption-based pricing model, ensuring predictable costs for Accor directly aligned to the room occupancy for the hotel.

Thanks to the adopted financial model, there was a very low CAPEX investment required.



### USER EXPERIENCE

Also converging their network into one platform enabled end users to have a seamless experience.

Since there is no quality issues, Accor will look at expanding the solution into video conferencing capabilities.



**“We have been a long term user of Alcatel-Lucent Enterprise solutions in our hotels for more than 15 years. For our Ibis new hotel, we have invested on a very stable, high quality and flexible solution with a 2-year return on investment. UXC Connect and Alcatel-Lucent Enterprise came up with a fantastic offer and a licensing model that suited us all: it was a win-win-win”.**

Paul Smith, Information and Guest Technology Director, Accor Pacific.