



Jeju Shinhwa World

“Smart Connecting Rooms” drive a world-class guest experience

“Jeju Shinhwa World Resort plans to continue to improve its system to become a world-class smart hotel that provides the best customized service. In order to improve the guest service, we plan to upgrade the system to maximize digital interaction and to support custom services.”

Lee Jongrae, Vice President IT
Landing Jeju Development Co. Ltd

MARKET: HOSPITALITY

DEAL IMPLEMENTED: 2018

REGION: SOUTH KOREA

NUMBER OF USERS: 3374

COMPANY:

JEJU SHINHWA WORLD



JEJU SHINHWA WORLD
제주신화월드 | 济州神话世界
LANDING . 蓝鼎

Located on Jeju Island, Jeju Shinhwa World is the largest resort complex and family-friendly vacation facility in Korea. Over 2.5 million square meters, Jeju Shinhwa World includes hotels, condominiums, theme parks, water parks, meeting facilities, duty free shops and casinos. There are over 2,000 rooms in the five-star Marriot and Landing hotel & resort, and the Somerset premium condominium, with planned expansions for accommodations and entertainment facilities. The resort uses cutting-edge IT technologies to operate efficiently and maximize customer satisfaction.

CHALLENGES

Jeju Shinhwa World aims to be a world-class recreation and leisure resort complex that leads the digital transformation of Korea's hospitality industry. As such, a top priority was to exceed guest expectations by providing a new and differentiated guest experience. Jeju Shinhwa World wanted a reliable, centrally managed solution to cover its 2.5 million square meter resort. It needed an effective communication solution that met the specific needs of its innovative hospitality environment and could deliver a “Smart Connecting Room” experience.

PRODUCTS AND SERVICES

Alcatel-Lucent OmniPCX® Enterprise Communication Server
Alcatel-Lucent Mobile Guest Softphone
Alcatel-Lucent Smart Guest Applications
Alcatel-Lucent OpenTouch® Multimedia Services
Alcatel-Lucent OmniVista® 8770 Network Management System
Alcatel-Lucent 8001, 8018 DeskPhones
Alcatel-Lucent 8068 Premium DeskPhone, 8088 Smart DeskPhone
Alcatel-Lucent OmniSwitch® 6450-10 Stackable Gigabit Ethernet LAN Switch.
Alcatel-Lucent Professional Services – Integrate and Deploy

WHAT MADE THE DIFFERENCE?

ALE offered a hotel-specific solution that provided a differentiated guest experience and delivered outstanding performance and functionality. Jeju Shinhwa World also appreciated ALE's proven global track record.

[View this case study online](#)

Benefits

> TECHNICAL

The OmniPCX-based solution offers high-performance and stable communication environment optimized for hotels with geographical redundancy in two datacenters. OmniVista 8770 Network Management System offers centralized management of the solution across the resort.

The Jeju Shinhwa World's digital transformation is just beginning. An IoT Hub at the heart of the solution allows for integrations with any business or guest apps, smart objects, processes or data lakes, which will fuel future digital experiences at the resort.

> FINANCIAL

The communication solution is helping Jeju Shinhwa World achieve its goal of becoming a world-class recreation and leisure resort complex. 1,300 business phones enable productivity by supporting smooth communication between employees

> USER EXPERIENCE

The 8088 Smart DeskPhone's Smart Guest Application powers “Smart Connecting Rooms” by controlling room environment (air-conditioning, lighting, Do Not Disturb, etc.) as well as basic hotel phone functions via touch screen, and providing a guest experience that goes beyond regular hotel services.

Guest information is transferred to the touchscreen phone, enabling language settings to be automatically adapted for added convenience.