



**MOGADOR HOTELS**

The Mogador Hotel chain includes 11 hotels, ranging from the Appart Hotel category to the luxury 5-star Palace, located in 5 major tourist cities in Morocco: Marrakech, Agadir, Essaouira, Casablanca and Tangier.

Decorated by Moroccan craftsmen in the pure Arabic-Andalusian style, Mogador Hotels welcome a mainly European clientele and offer all the facilities of large hotels as well as a conference center capable of accommodating 5,000 guests.

**CHALLENGES**

The Mogador Hotel chain initially had to equip the first hotels with telephones, before WiFi in turn became necessary to offer customers an optimum service.

**PRODUCTS & SERVICES**

- Alcatel-Lucent OmniAccess® AP93H
- Alcatel-Lucent OmniAccess® 4005
- Alcatel-Lucent OmniSwitch® 6250 Stackable Fast Ethernet Switch
- Alcatel-Lucent OmniSwitch® 6850E Stackable LAN Switch
- Alcatel-Lucent OmniPCX® Enterprise Communication Server

**WHY ALCATEL-LUCENT ENTERPRISE**

The Alcatel-Lucent Enterprise offer was chosen due to the manufacturer's expertise in the hotel industry as well as AEBDM's ability to propose a partnership and after-sales service in the long term.

In addition, Alcatel-Lucent Enterprise has an excellent reputation in Morocco.



A UNIFIED COMMUNICATION SOLUTION FOR OPTIMUM GUEST SERVICE

**Location:** MOROCCO

**Vertical:** Hospitality

**Number of users:** 1,600 employees

**Deal implementation:** Between 2004 and 2014, 11 hotels and a conference center

**Business Partner:** AEBDM 

**BENEFITS**



**TECHNICAL**

Due to its scalability, the solution can handle an increase in the number of users. This is particularly necessary given an expected growth in the number of guests and employees.



**FINANCIAL**

The Alcatel-Lucent Enterprise solution allows Mogador Hotels to reduce their operating costs.



**USER EXPERIENCE**

The mobility solution allows employees to be more reactive and offer optimum guest service.

The main advantages of this solution are the optimization of the internet, and a flexible and reliable telephone service for all employees as well as for Mogador Hotels guests.



**“We consider Alcatel-Lucent Enterprise as our partner, since the company has a thorough understanding of our business sector and knows how to anticipate our requirements by proposing a reliable and scalable offer.”**

Khaoula Abdellaoui, Director of Finance & Administration, Mogador Hotels.