

Pluris Investments: Douro Azul

Deliver reliable, secure communications for sea and river cruises in Portugal.

“If I would have to qualify Alcatel-Lucent Enterprise solutions with a few words I would say: reliable, stable and flexible”

Bruno Ribeiro, Marketing Communications Director, Pluris Investments

Pluris Investments is a Portuguese holding company with several businesses related to tourism in the areas of hospitality and luxury sea and river cruises.

CHALLENGES

Pluris was investigating technologies suited for communications in their hotels and on their cruises. They were looking for a solution that would provide an excellent customer experience.

The client was a pioneer in the construction of river and sea cruise ships in Portugal and was looking for not just a communications supplier, but for a partner who could design and implement solutions tailored to the needs of each ship.

ACTION

Faced with these challenges, Alcatel-Lucent Enterprise together with its Partner GAP, studied the differences in communication requirements for sea and river cruises before designing the solutions.

The solution requirement differs, as the communications specifications for seagoing ships are different from river ships.

PRODUCTS AND SOLUTIONS

[Alcatel-Lucent OXO Connect](#)
[Alcatel-Lucent OmniPCX® Enterprise Communication Servers](#)
[IP DECT](#)

In addition to voice solutions, GAP and ALE are studying a Wi-Fi 6 data solution based on fibre, to provide customers with a superior communications service. This solution is already in use.

RESULTS

Technical benefits

- Stable connectivity and networks for hotels and ships deliver reliable communications
- Data solution is easy to add to the voice solution

Financial benefits

- Scalable for growth and investment
- Reduces operational costs and maintenance

User experience benefits

- Comprehensive quality and safety communications experience
- Guests benefit from a superior communications experience

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Customer Story

MARKET: HOSPITALITY

DEAL IMPLEMENTED: NOV 2021

COUNTRY: PORTUGAL

NUMBER OF USERS: +1000

COMPANY:

PLURIS INVESTMENTS