



**THE WINERY HOTEL**

The Winery Hotel is the world's first combined urban winery and boutique hotel. The hotel, located in Stockholm - Solna in Sweden, features its own in-house wine production, and offers a fresh take on accommodation, meeting and dining.

**CHALLENGES**

The Winery Hotel wanted to enable guests to use their own mobile devices to: view hotel information, reserve a table at the Winery Hotel's two restaurants, enjoy a self-guided wine tasting, make internal and external calls, receive special offers, and more.

**PRODUCTS AND SERVICES**

Mobile Guest Softphone  
 Alcatel-Lucent Enterprise Professional Services

**WHAT MADE THE DIFFERENCE?**

The Winery Hotel saw the Mobile Guest Softphone in use at another Swedish hotel and was impressed by its capabilities.

In addition, Alcatel-Lucent Enterprise Professional Services and the Business Partner, Telecom Norden, cooperated with the partners – TeleOffice and Mobile Interaction in Sweden – to expand the solution into a real eConcierge application that met the hotel's needs.

Lastly, The Winery Hotel understood the uniqueness of the Mobile Guest Softphone solution within the hospitality market.



OFFERING A UNIQUE WINE-CENTRIC HOSPITALITY EXPERIENCE VIA GUEST MOBILE DEVICES

**Location:** Stockholm-Solna, SWEDEN  
**Vertical:** Hospitality  
**Number of users:** 180 rooms

**Deal implementation:** January, 2016  
**Business partner:** Telecom Norden



**BENEFITS**



**TECHNICAL**

The Winery Hotel wants to capitalize on the Mobile Guest Softphone and use it in additional ways. For example, going forward, the hotel is considering pushing sponsored content and targeted advertising to guest devices.

Management and maintenance of fixed phones in guest rooms has been completely eliminated.



**FINANCIAL**

Thanks to the Mobile Guest Softphone, the Winery Hotel did not need to purchase fixed telephones or print paper directories for its 180 rooms, an important cost saving.

The hotel can generate new revenue through advertising.



**USER EXPERIENCE**

Guests have access to real-time information 24/7, including daily restaurant menus.

The Mobile Guest Softphone helps guests immerse themselves in the world of wine by facilitating bookings and offering a step-by-step self-guided wine tasting.



“I would like to describe our cooperation with Alcatel-Lucent Enterprise as trustworthy. They attend to us as a customer, they're very interested in our needs, and I look forward to future cooperation with them.”

Claes Anerud, Managing Director, The Winery Hotel