



Transforming Hospitality with innovative Alcatel-Lucent Enterprise solutions

Delivering secure and efficient communications, and guest services in a new era

The new hospitality

In the hospitality industry, the guest experience is everything. The challenge for hotels has always been to provide a high level of service while keeping guests safe and secure. With the help of technology, this can be achieved in a whole new way.

Technology: The key to a renewed guest experience

At Alcatel-Lucent Enterprise, we believe technology is key to achieving a renewed guest experience by enabling efficient and secure communications, operations and guest service solutions. As a trusted hospitality technology vendor, we stand ready to help the industry face this new reality.

Digital solutions in the hospitality industry

With the shift towards touchless operations, hotels can provide a more streamlined and efficient guest experience. By implementing digital solutions such as mobile check-in and smart room keys, hotels can reduce face-to-face interactions and increase guest convenience. With digital guest experiences, hotels can anticipate guest needs and provide personalised services throughout their stay.

The new hospitality industry requires innovative solutions that combine technology and human touch to provide a superior guest experience. At ALE, we are committed to helping hotels navigate this new era by:

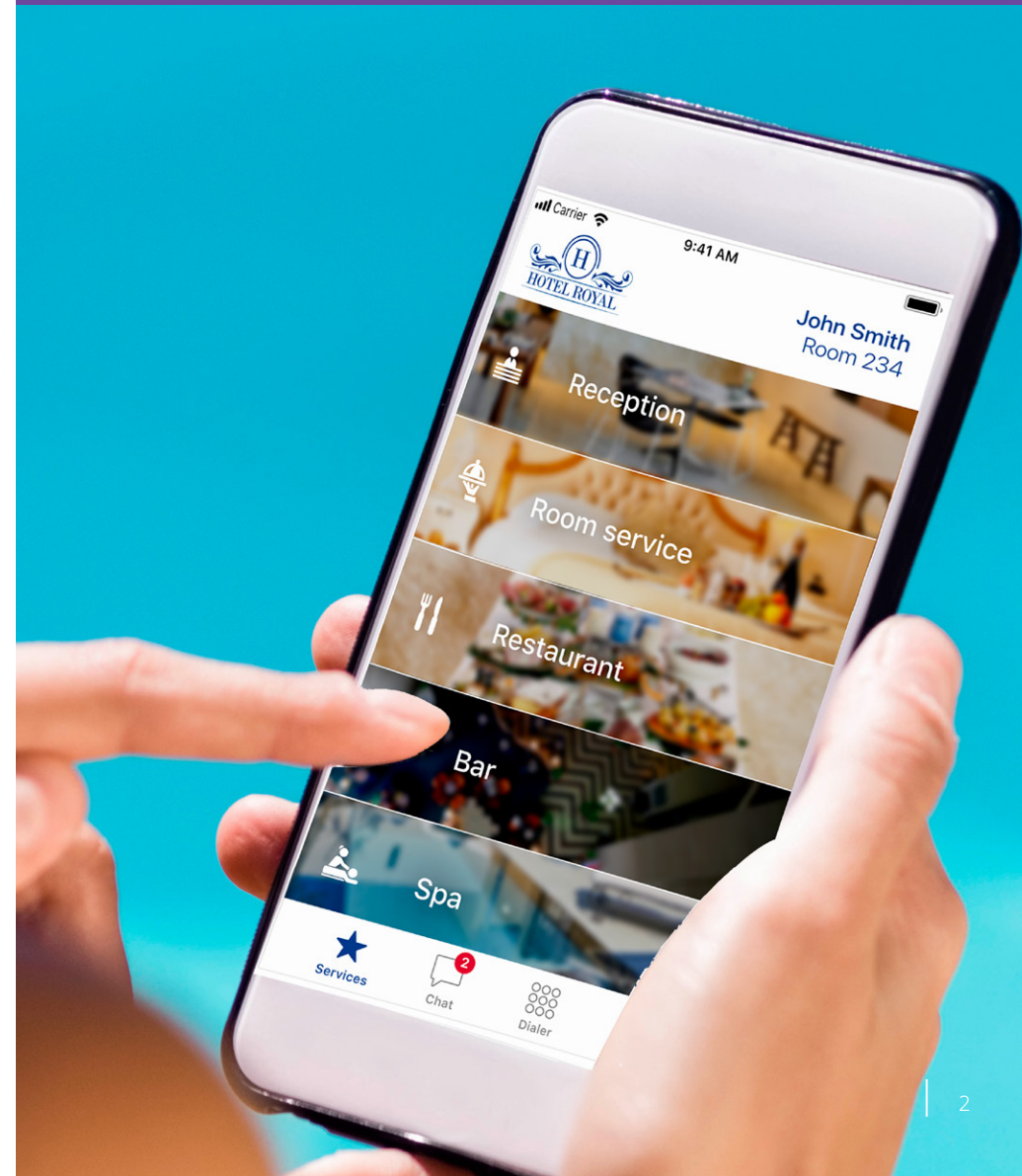
1. **Improving security:** New complex security systems, devices and applications need to be deployed and managed. Automation, security and networking standards necessary to connect new devices and support services, and prevent cybersecurity breaches, with the best performance and minimum effort will be required.
2. **Redesigning the guest journey:** Technology is replacing much of the face-to-face contact between guests and staff. To ensure guest satisfaction, as well as a superior quality of experience, the network must provide pervasive and high-speed connectivity for smooth integration with guest services and devices.
3. **Mobilising back-of-house (BOH) operations:** Hotel operations are increasingly relying on cloud-based solutions that require no on-site hardware and maintenance and are based on Software as a Service (SaaS) subscription models to provide the seamless and efficient operations that guests expect.

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Ana Mata, Alcatel-Lucent Enterprise



Redesigning the guest journey

Accelerate your business with innovative technology solutions

Transform your digital touchpoints to boost bookings

In the competitive world of hospitality, providing an exceptional guest experience is key to staying ahead of the competition. However, achieving this can be challenging, especially in the midst of a rapidly changing technological landscape. That's where ALE comes in, designed specifically for B2B customers in the hospitality industry, our innovative technology solutions help you boost your business with our:

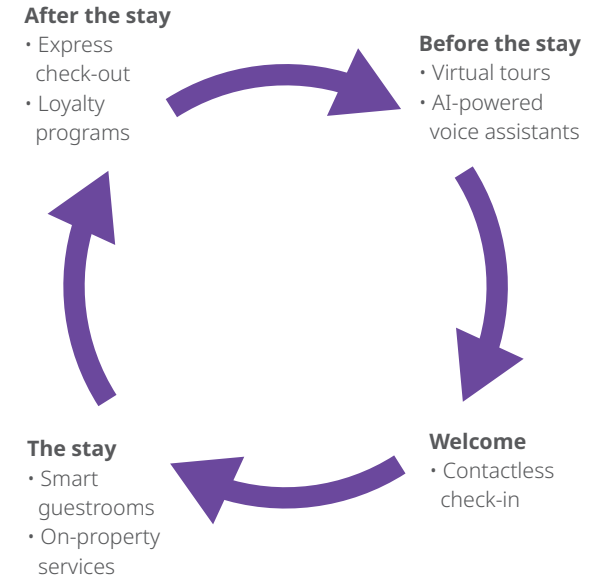
- **Virtual or augmented reality hotel tour:** You can offer potential guests a convenient and immersive experience of your property. This allows them to make informed decisions about their stay, all without leaving their home or office. Our Rainbow APIs also make it easy to integrate real-time communications options into your website or mobile app, so you can connect with guests quickly and efficiently.
- **AI-powered voice assistants:** Let you easily and efficiently provide guests with instant and accurate answers to common questions. This not only improves the guest experience but also frees up staff to focus on providing personalised services. Our partner, QuickText, estimates that this solution can increase direct online revenues by 9%.

By partnering with ALE, you'll have access to the latest technology solutions that can help you provide exceptional guest experiences, improve operational efficiency, and boost revenue. We understand the unique needs of B2B customers in the hospitality industry and are committed to helping you succeed with:

- Online registration from a guest application
- Contactless, smart kiosks in the lobby, which can integrate thermal imaging cameras, document scanning and facial recognition to simplify the entire registration procedure and minimise contact.

[Alcatel-Lucent Digital Age Networking](#) makes these new check-in options possible. [Alcatel-Lucent IoT enablement](#) automates the onboarding of kiosks, digital signage totems or scanners with secure network connectivity. [Alcatel-Lucent OmniAccess® Stellar Location-based Services](#) can detect the arrival of a guest in the lobby with a reservation. Or you can create fully digital processes, based on [Rainbow Workflow](#). You can send a personalised welcome message to arriving guests, trigger an automatic check-in, download the digital key and guide the guest to the room.

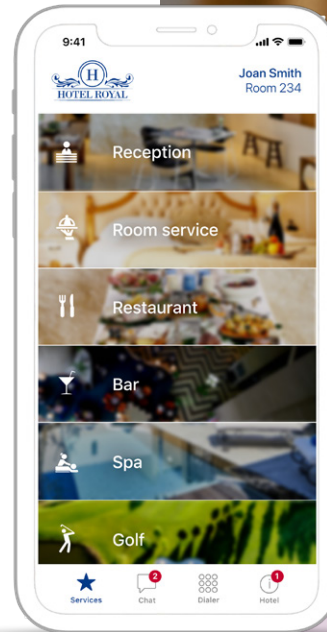
These digital tools do not exclude all human welcome, and should not. But ultimately, with contactless alternatives, only a small number of hotel staff would be needed for traditional check-in or to assist guests with self-service.



Smart guestrooms: Comfort and safety

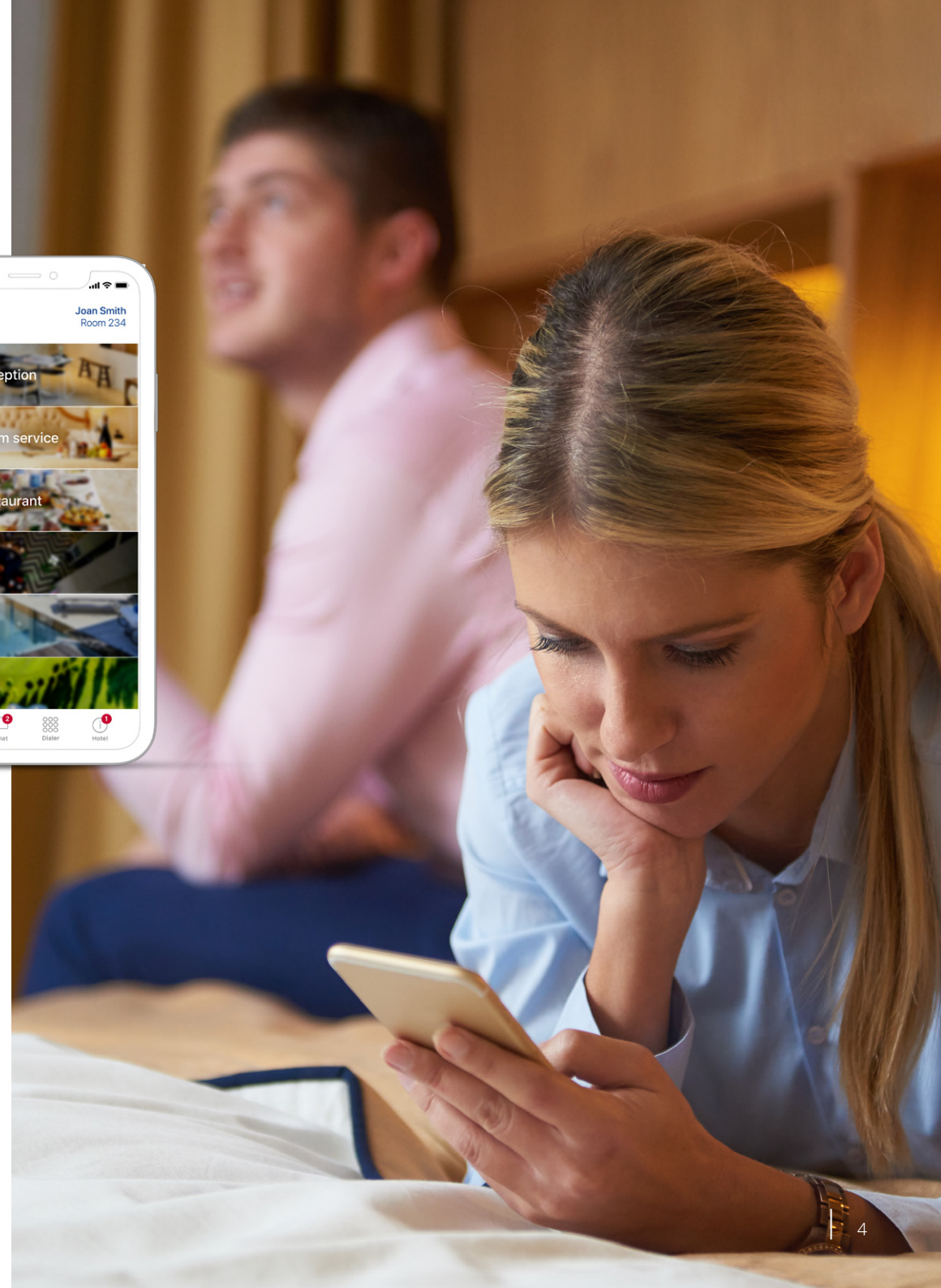
The rise of smart guestrooms in hotels is driven by the need for comfort and safety. These rooms offer remote control room automation, allowing guests to independently manage their environment. Smart guestrooms offer benefits, such as:

- **eConcierge applications:** Combine remote room control capabilities with hotel services and ordering in a single guest application. They also make services available digitally to guests beyond the rooms and around the property. Multi-platform solutions allow the deployment of eConcierge on various devices.
- **In-room tablets or IPTV:** Provides a single point of control for the room and services and offers a good alternative for guests who may not want to install an eConcierge app on their own device.
- **Partner eConcierge apps**
 - All in one: The [Hudini](#) multi-platform eConcierge solution can be installed on guest mobile devices as well as on hotel tablets and IPTVs, enabling seamless communication between guests and hotel staff which can increase guest mobility and improve the guest experience
 - [Tapendum](#) have integrated Rainbow voice services into its in-room tablet application for guests who prefer a contactless approach
 - [Bowo](#) offers an authentic concierge experience with a large listing of local services and attractions, enabling hotel operators to create additional revenues with a local “digital marketplace”



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On-property services

Indoor location services can provide contextual, dynamic and personalised notifications and offers to guests as they move throughout the property. In the case of large resorts, a people tracking service can accelerate the delivery of ubiquitous services, for example providing drinks and food where the guest is located, or for guests to locate members of their group or family. Location-based services, supported by Rainbow Workflow, provide these capabilities based on the [Alcatel-Lucent OmniAccess Stellar WLAN](#) infrastructure.

After the stay: Express check-out from any device

Express check-out, already a common practice in many hotels, will surely expand in the new reality. Hotels can offer the service on room devices or on a guest mobile application. The process can be personalised with a custom farewell message when the guest leaves the hotel, including useful information about future stays, including new discounts or loyalty points.

Optimising back-of-house operations

To deliver exceptional guest experiences, hotels must ensure that their back-of-house (BOH) operations are seamless and efficient. With the latest technology solutions, hotels can optimise their BOH operations and maintain high operational standards.

Rainbow Communication Platform-as-a-Service (CPaaS) enables direct communication channels such as chat, audio and video for staff members and guests, making it easy to provide efficient and effective services. With our customised services implemented using Rainbow Workflow, we can streamline and optimise digital business processes, ensuring that hotel staff are working at peak efficiency.

Our technology solutions are designed to be secure and compliant with General Data Protection Regulation (GDPR) and cloud-security regulations, ensuring that guests' data and the hotel's operations are always protected.

By partnering with ALE, hotels can take advantage of the latest technology solutions and optimise BOH operations, improve guest satisfaction, and increase staff productivity.



For check-in, in-room, and on-property services to operate smoothly, superior quality, pervasive Wi-Fi is necessary, so guests can get information, request services or ask for help from anywhere in the hotel facility. The Alcatel-Lucent OmniAccess® Stellar WLAN is adapted for the hospitality industry and meets the latest Wi-Fi standard with high density capabilities for common spaces and discrete, powerful room coverage.

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The cloud: Continuity, flexibility and security

The hospitality industry is no stranger to the cloud, but its adoption has been measured. Hotel systems must always be available to meet certain business needs, even in the most extreme circumstances. Cloud benefits are twofold: It offers a solution for business continuity and cost containment in exceptional situations, as well, it can help optimise operations and enables the introduction of new applications, with no financial risk.

These factors make cloud-based management solutions particularly advantageous for hotel operations. In fact, most Property Management System (PMS), Customer Relationship Management (CRM) and business intelligence applications have cloud versions which can be accessed anytime and anywhere, require no on-site hardware and maintenance and are based on flexible Software as a Service (SaaS) subscription models. In the event of a partial or total hotel closure, remote workers can access operations that must be active at all times while remaining services may be reduced to a minimum or even stopped.

Alcatel-Lucent Enterprise provides cloud-based services in a subscription model to help advance the wave of cloud adoption and innovation. With [Alcatel-Lucent OmniVista®](#) [Cirrus Network Management as a Service](#), the cloud version of the ALE network management system, customers can manage their network remotely, even if it is fully distributed across multiple locations as it is frequently the case for hotel chains and resorts. Other innovative solutions in the ALE networking portfolio such as, [Location-based Services \(LBS\)](#) and [Alcatel-Lucent OmniAccess Asset Tracking](#), are native cloud-based applications available in a subscription model. [Rainbow](#) and [Rainbow Workflow](#) are also delivered as a cloud service ([Communication Platform as a Service](#)) and offer all capabilities with strict security and are data privacy compliant.

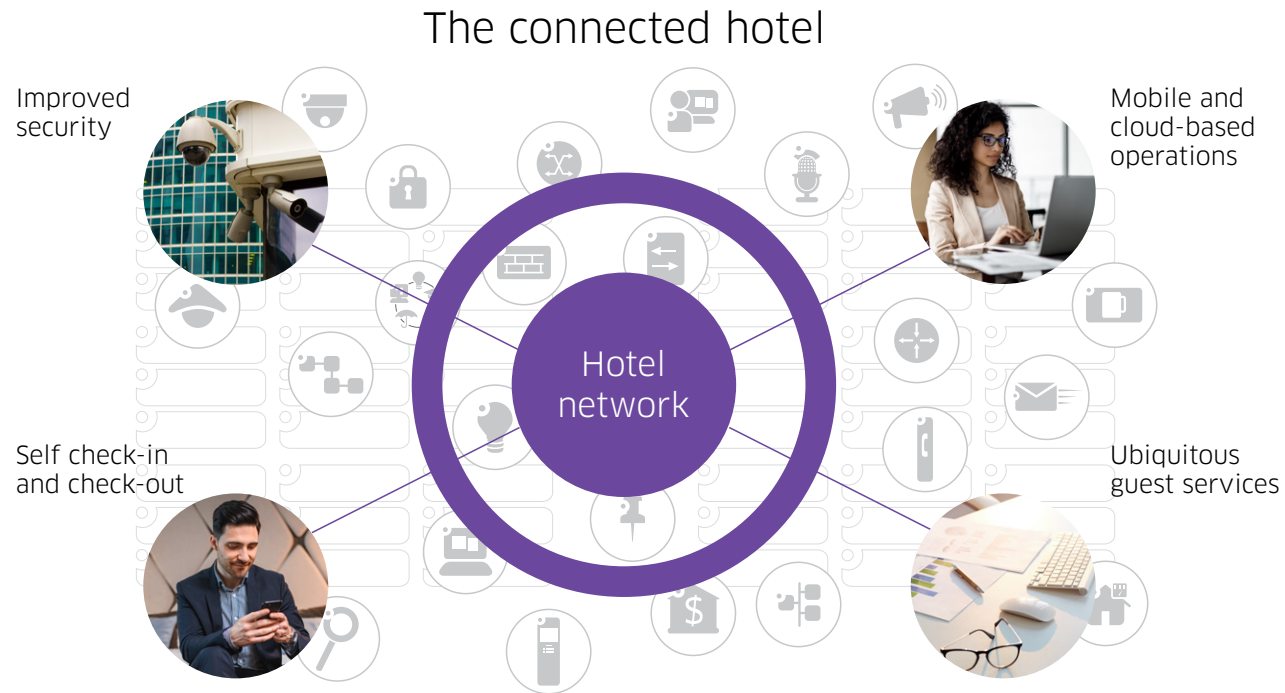
Improving security

To deliver effective services the hotel network must provide high levels of mobility, Quality of Service (QoS) and security for hotel operations to run smoothly and seamlessly around the clock.

Alcatel-Lucent [Digital Age Networking](#) provides reliable, secure and versatile infrastructure to support work from anywhere with the best performance. The [Alcatel-Lucent OmniSwitch®](#) family and [Alcatel-Lucent OmniAccess® Stellar WLAN](#) network portfolio delivers state-of-the-art capacity, security and reliability to meet the requirements for low-delay and high-bandwidth mobile applications for staff.

New network requirements

An intelligent network is the main component that brings everything together, providing seamless and secure connectivity between guests, staff, devices and applications. The ALE network infrastructure, including OmniAccess Stellar Wi-Fi, location-based services, and [Rainbow™ by Alcatel-Lucent Enterprise Workflow](#) can enable these services.



More contactless. More mobile. More cloud. Smarter.

Innovative services and solutions

The hotel industry continues to be challenged by the web economy, including Online Travel Agencies, price comparison platforms, peer-to-peer marketplaces, as well as by operator acquisitions and consolidations. Competition is high and brands are struggling to maintain key performance indicators including Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR). At the same time, guests are, perhaps more than ever before, demanding and empowered by social media and ranking platforms.

Alcatel-Lucent [Digital Age Networking](#) improves your operations efficiency, simplifies IT and powers a digital contactless guest experience with comprehensive mobility, and guest-device in-room automation services to ensure a memorable and safe guest experience.

Learn how we can help you address today's challenges and enable the innovative services you need to win in the new hospitality industry.

