



Case Study

Market: Hospitality

Region: Sweden

Company: Winn Hotel Group

Deal implemented: January 2017

of users: 2300

The Winn Hotel Group owns and operates 13 hotels in Sweden. For many years the group has co-operated with established hotel chains, such as Choice Hotels, The Carlson Rezidor Hotel Group and Svenska Möten, in order to offer its guests access to well known-brands.

Challenges

Quality WiFi is critical in Sweden where hotel guests complain in under 5 minutes when they experience connectivity issues. The Winn Hotel Group had aging infrastructure that impacted bandwidth capability. The group capitalized on the implementation of a Softphone solution at the Lund hotel to start discussions with Alcatel-Lucent Enterprise about a one-provider, unified solution to upgrade and simplify data and communications infrastructure at all their hotels and headquarters.

Product and services

- OmniPCX® Enterprise Communication Server
- 4645 Voice Messaging Services
- Enterprise Mobile Guest Softphone
- 8038 Premium DeskPhone
- 8068 Premium DeskPhone
- 8018 Premium DeskPhone
- OmniVista® 2500 Network Management System
- OmniSwitch® 6450 Stackable Gigabit Ethernet LAN Switch
- OmniAccess® 4650
- OmniAccess® AP205, AP225, AP275, AP277

What made the difference?

The Winn Hotel Group had a very good working relationship with ALE and the business partner, Tele2 Business AB. The unified solution proposed enabled the group to reduce providers from 4 to 1.



“Infrastructure is so good in Sweden that everyone has come to expect great free WiFi. It is an absolute must-have in our business, more important than hot water! With Alcatel-Lucent Enterprise we have delivered reliable WiFi to our guests while implementing a unified solution that is both simple and cost effective.”

Peter Tillman, Chief Information Officer, Winn Hotel Group

Benefits



Technical

All communications run through a “media gateway” powered by a centralized PBX at the group’s headquarters, simplifying management and maintenance, and facilitating communications across the portfolio. Each hotel can seamlessly connect their handsets (mobile, IP, Rex and analog) to the communications network. The new switches deliver 4 times more bandwidth for high-quality wireless connectivity at all 14 sites.



Financial

The communications network solution capitalizes on existing infrastructure, like cabling and handsets, avoiding unnecessary costs. Replacing aging equipment, some over 30 years old, has sharply reduced maintenance requirements.



User Experience

Guests connect with hotel services simply and effectively while enjoying a quality guest experience with free WiFi. Thanks to the single-provider solution, issues are dealt with swiftly, ensuring continuity of service for guests and hotel employees.