

Case Study

Market: Hospitality
Country: UAE
Company: Emirates Palace – Kempinski
Deal implemented: July 2016
Number of users: 150+ up to 3 per room

Emirates Palace, an ultra luxurious 5-star hotel in Abu Dhabi, is operated by the Kempinski hotel group. The hotel has 394 rooms and suites, 1.3 km of beach, a spa, a marina and several shops. In addition to its hotel's 1200 employees, the hotel works with 400 contractors.

Challenges

Guests worldwide normally connect through hotel Wi-Fi, but have to revert to the hotel's fixed lines to make calls and access hotel services. The Emirates Palace wanted to provide its guests with an innovative BYOD solution that would allow them to use their very own mobile devices at no additional cost.

Product and services

Alcatel-Lucent Mobile Guest Softphone
Alcatel-Lucent OpenTouch® Session Border Controller
Alcatel-Lucent Enterprise Professional Services

What made the difference?

Emirates Palace found that the Alcatel-Lucent Enterprise solution was the only one capable of answering all of its needs and offering its guests a unique communications experience.

Benefits

Technical

Accessing the service with the wireless LAN means all internal hotel calls are free of charge, regardless of whether they made from a fixed phone or a guest device utilizing the SoftPhone.
Having the PBX directly on the public Wi-Fi was a security concern so the OpenTouch Session Border Controller and an External Reverse Proxy were implemented to ensure the privacy of guest voice traffic while guaranteeing that the PBX is protected.
Centralized management via web administration interface makes it easy for the IT team to manage the system.

Financial

The round-the- clock "one touch call" functionality enables guests to connect with hotel services, like concierge, spa or restaurant, at all hours of the day, driving revenue for Emirates Palace while improving guest experience.

User Experience

Guests enjoy complete mobility across the large resort while remaining reachable and connected to hotel services. The hotel allows guests to register up to 3 devices per room and to communicate with other guests at zero cost.
In addition, Mobile Guest Softphone users can use hotel telephony services to make outside calls with their own devices at local rates.

"The prestige that comes with being able to offer a differentiating technology is important to us and something that will wow the guests when they come to the hotel."

Mehmet Akdeniz, Director of IT and AV, Emirates Palace