



Alcatel-Lucent OpenTouch Suite for SMB for the Hospitality Sector

Everyone wins.
Your staff.
Your guests.
And your bottom line.

The **Alcatel-Lucent OpenTouch™ Suite for SMB** for the hospitality sector is a customized hospitality solution designed for small and medium-sized hotels and is also appropriate for bed and breakfasts (B&Bs), resorts and spas. The **OpenTouch Suite for SMB** increases staff productivity, controls costs and delivers a memorable guest experience through a flexible system that is simple to use, easy to learn and expandable as business grows.

TRENDS IN THE HOSPITALITY SECTOR

Although European hotel results are improving (STR Global, Europe hotel performance results for April 2012), the current economy is still challenging, and the hospitality sector needs to optimize daily tasks to control costs and satisfy guests.

CHALLENGES FOR SMB IN THE HOSPITALITY SECTOR

In SMB in the hospitality sector, front-desk staff have too much to do: taking reservations, handling check-ins, providing information to guests – all while remaining friendly, helpful, flexible and patient. To increase staff productivity, the communication system needs to be integrated with business operations. SMB also need to control costs and focus on guests – because happy guests spend more and/or re-book and can also increase bookings when they tell their friends about a memorable experience.

ALCATEL-LUCENT OPENTOUCH SUITE FOR SMB **TO THE RESCUE**

The OpenTouch Suite for SMB for the Hospitality Sector meets these challenges by providing:

BETTER STAFF PRODUCTIVITY

- + More efficient management with a fully integrated solution:
 - Cost control features: cost display and computing, invoicing options, prevention or control of long distance or toll calls
 - Mobility: On-site anywhere on the premises
- + High quality of service, leading to higher spending per customer and/or more bookings
- + Easy installation and usage with an intuitive interface and no training required

A BETTER GUEST EXPERIENCE

- + Convenient communication through the many provided features:
 - Guest mailbox
 - Automated wake-up calls
 - A professional, friendly welcome in up to four languages
 - Direct dialing without front-desk assistance
- + Help for guests to manage the costs of communications easily:
 - Pre-payment of calls: a guest decides to pre-pay \$5.00; a beep on the phone informs him when the budget is used up
 - BYOD: application on smartphone for inbounds and outbound calls at local rates, by using guest's iPhone/Android smartphone
- + Powerfull Wi-Fi to easily access guest environment, for convenient Web access

COST CONTROL FOR THE BUSINESS

- + A complete solution with no additional costs – the concierge without a salary
- + Increased staff productivity because daily tasks are optimized
- + Control of telecommunications costs

OPENTOUCH SUITE FOR SMB: **A COMPLETE SOLUTION**

The Alcatel-Lucent OpenTouch Suite for SMB provides a complete hospitality solution.

HOTEL APPLICATIONS VIA AAPP

- + Property Management System (PMS)
- + A PC-based, end-to-end solution tested with major partners

COMMUNICATION SYSTEM

- + Alcatel-Lucent OmniPCX™ Office Rich Communication Edition (RCE), a communication server for SMB
- + OmniPCX Office RCE applications: Voice mail and an automated attendant for routing of incoming calls
- + Office Hospitality Driver (OHL), a free driver for members of the Alcatel-Lucent Application Partner Program, for integration of third-party:
 - Front-office payment management systems
 - Content management systems
 - Accounting/hotel applications
- + Staff phones, with or without mobility: DECT or wireless LAN (WLAN)
- + Guest phones: DECT, WLAN or analog
- + My IC Mobile for iPhone and Android communication application
- + Alcatel-Lucent OmniAccess Instant Access Point, for Wi-Fi guest access
- + A reception phone add-on module: one key for direct dialing to one room, for up to 120 rooms without OHL and up to 200 rooms (digital) with OHL
- + Network infrastructure: Performance specifically tailored to meet SMB needs
- + Validated Property Management System (PMS) through applicative partners



Alcatel-Lucent Enterprise provides communication solutions, services and products for enterprises of all sizes, from the smallest start-up to the largest multinational. Backed by the Bell Labs innovation powerhouse, Alcatel-Lucent helps enterprises benefit from a secure, high-performing communications infrastructure.