



A COMPETITIVE TRANSFORMATION AT HAMPSHIRE HOTELS & RESORTS TURNING GUESTS' DREAMS INTO REALITY



Alcatel-Lucent helps create a Dynamic Hospitality Enterprise that provides the ultimate in guest satisfaction



HAMP SHIRE
HOTELS & RESORTS, LLC

Hampshire Hotels & Resorts is a leader in managed properties worldwide. The innovative hotel group is collaborating with Alcatel-Lucent to become a Dynamic Enterprise and reinvent the guest experience.



CHALLENGES

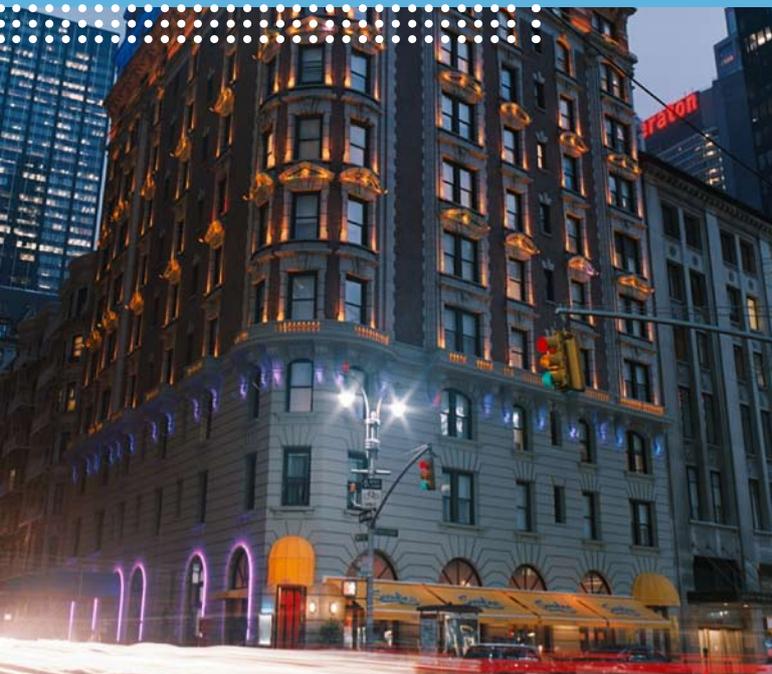
- Further enhance guest experience and raise repeat ratio
- Achieve competitive differentiation using advanced technology
- Create a 'dream' experience for guests
- Prepare for future growth
- Leverage 'green' solutions to optimize operations and enhance image

SOLUTION

- Alcatel-Lucent Dynamic Communications Framework as a foundation for a Dynamic Enterprise
- The new communications network leverages a wide range of Alcatel-Lucent technologies including IP telephony, WiFi, LAN switching, and solutions like contact centers and data security

BENEFITS

- Increasing guest satisfaction and achieving differentiation through state-of-the-art communications
- Enhancing guest loyalty and repeat ratio with unprecedented amenities
- Ensuring high service levels and providing the opportunity to expand to additional hotel properties
- Creating operational efficiencies
- 'Green' solutions driving cost and energy reductions



HOSPITALITY INNOVATOR PARTNERS TO REINVENT THE GUEST EXPERIENCE

Headquartered in historic Rockefeller Center in New York, Hampshire Hotels & Resorts currently owns and manages a growing number of hotels across the U.S., Europe, and Asia. Innovative guest experiences are a tradition at Hampshire Hotels & Resorts, exemplified by the hotel group's uniquely luxurious 'Dream' brand hotels.

Known for lifestyle-oriented products and services, Hampshire Hotels & Resorts is once again elevating the guest experience and enhancing its operations with the help of Alcatel-Lucent's collaboration and technology. Partnering with Alcatel-Lucent to interconnect people, networks, processes and knowledge, Hampshire Hotels & Resorts is transforming into a Dynamic Hospitality Enterprise.

MEETING THE INTERRELATED CHALLENGES OF THE HOSPITALITY INDUSTRY

Whether traveling for business, pleasure, or both, guests today live a lifestyle in motion. They expect hospitality providers to keep them connected with the world, while the providers face the interrelated challenges of generating new revenue, optimizing operations, and demonstrating environmental awareness.

For many years Hampshire Hotels & Resorts has employed technologies to help address these challenges. With plans to more than double the number of hotel properties in coming years, Hampshire Hotels & Resorts wanted to improve its infrastructure to take its prestigious amenities to new heights and enhance resource efficiencies. "Guest satisfaction is vital. We want our guests to be impressed that they're staying with a hotel company that is using cutting edge technology for guest convenience and environmental stewardship," says Jay Stein, Chief Operating Officer, Hampshire Hotels & Resorts.

"With Alcatel-Lucent, we've experienced a very collaborative relationship, and they have incorporated our guests' needs and the business requirements of Hampshire Hotels & Resorts into the solutions. Alcatel-Lucent's commitment to the hospitality industry has been apparent from the start of the project."

**Jay Stein, Chief Operating Officer,
Hampshire Hotels & Resorts**



TOWARD A DYNAMIC HOSPITALITY ENTERPRISE

Hampshire Hotels & Resorts chose Alcatel-Lucent to assist with its infrastructure transformation. “We had been following the growth of Alcatel-Lucent: we knew they were a leader in their own industry, and we knew they were developing solutions designed specifically for hospitality providers,” Stein says.

During the evaluation process, the Hampshire Hotels & Resorts team attended one of Alcatel-Lucent’s annual Enterprise Forums. The team learned more about Alcatel-Lucent’s end-to-end capabilities and broad technology portfolio at the Forum, and they were very impressed. “We recognized that Alcatel-Lucent was the ideal partner to help us bring a wide range of advanced applications together to provide a unique guest experience at Hampshire Hotels & Resorts,” Stein states.

THE DYNAMIC COMMUNICATIONS FRAMEWORK

To achieve the successful transformation at Hampshire Hotels & Resorts, Alcatel-Lucent contributed its vision of the Dynamic Hospitality Enterprise; its advanced, open-standards technology; and its relationships with premier global partners.

Alcatel-Lucent Business Partner Pinnacle Communications provided end-to-end voice, video and data infrastructure for the project, and JetCom Communications contributed expertise in the hospitality telecom market.

The Hampshire Hotels & Resorts local area network (LAN) is designed with Alcatel-Lucent **OmniSwitch™** and **OmniStack™** switches. The solution also includes a wired and wireless

converged architecture and an applications architecture hosted by Alcatel-Lucent. The growing list of hosted applications includes voice mail, managed security, IP (Internet Protocol) telephony, PMS (property management system), content management, and IPTV (Internet Protocol Television) applications.

Alcatel-Lucent’s wide range of advanced IP, TDM and XML-application phones support the lifestyle innovations that differentiate the hotel group. Implementation of a platform centralizing all essential telephony applications is underway toward a future goal of complete integration across all Hampshire Hotels & Resorts properties.

CONVENIENCE AND CUTTING EDGE CAPABILITIES FOR GUESTS AND EMPLOYEES

In a Dynamic Hospitality Enterprise, core knowledge is connected to provide guests and employees with the right information at the right time and place through the right device. Hampshire Hotels & Resorts is achieving this vision today with easy-to-use Alcatel-Lucent technology.

Connected knowledge and entertainment options

▶ For guests and staff, the Alcatel-Lucent solution keeps people connected to the information they need with wireless and IP telephony as well as advanced collaboration tools. Guests will use interactive in-room LCD displays to view a menu of hotel services and place orders through a phone call or digital interaction. IPTV will provide unprecedented access to a world of entertainment and information options, downloadable to the in-room flat panel television or the guest’s laptop.



Personalized communications

- Alcatel-Lucent IP Touch phones can be pre-programmed with graphic menus and offer a range of customized services including language preference. When guests dial the Concierge or other staff member, they see a photo of that person on the phone's LCD display, enabling them to recognize the employee if they see them later during their visit.

User-centric security

- Alcatel-Lucent IP Touch phones can be linked to video cameras, enabling guests to monitor children playing in an adjoining room or see who is at the door. In an emergency, audio and text notification can be sent immediately via the hotel's wireless network to guest and employee devices.

Dynamic contact center

- Centralized systems management and complete control of telecommunications will provide consolidated reservations, sales and marketing, accounting and technology services through a seamless interface to remote property management systems. Integrated energy management systems for automated lighting and temperature control make the guest room a truly personal environment while helping the hotel reduce costs and conserve energy.

Business in motion

- Alcatel-Lucent provides a wide range of solutions for business mobility in the hospitality industry. The wireless network and automated notification system provide hotel operations with geo-location capabilities to best select the most appropriate employee to handle on-the-spot guest requests. For guests, Skype™-ready, keyboard-enabled phones and Bluetooth®-enabled handsets support mobility.

Across the entire infrastructure design and with every detail of the implementation, Alcatel-Lucent is working closely with Hampshire Hotels & Resorts to differentiate the hotel group with a wide range of technologies that make hotel operations more efficient, provide cost and energy savings, and enhance the guest experience. "Alcatel-Lucent is providing the expertise and technology to really transform the operations and communications systems at Hampshire Hotels & Resorts," Stein says. "Alcatel-Lucent understands our vision for transforming the guest experience, and they are helping us achieve that vision for the long term," Stein concludes.

BUSINESS PARTNER'S ROLE

Pinnacle Communications, a leading Alcatel-Lucent Business Partner, provided end-to-end voice, video, and data infrastructure for Hampshire Hotels & Resorts, involving a multitude of Alcatel-Lucent products. Pinnacle recommended Alcatel-Lucent based on its proven ability to execute across multiple technologies and platforms. Working with Pinnacle as part of the integration and support team is New York City-based Jetcom Communications.



BUSINESS PARTNER INFO

Pinnacle Communications Corporation

The Leader in IP PBX, Pinnacle is a leading provider of voice, data, and IP solutions for the hospitality industry, a prime example of the evolving service provider bridging the gap between voice and data that is IP telephony. Centering on turnkey solutions for hotels and resorts, including voice, data and Wi-Fi, Pinnacle also offers enterprise-level PBX solutions for medium to large commercial accounts. Pinnacle Communications is headquartered in Germantown, Maryland with offices, partners and technical outlets nationwide.
<http://www.pinnaclecommunications.com/>

Jetcom Communications

Jetcom Communications, headquartered in New York City, is a leader in the hospitality telecom market. Jetcom is a dynamic, service-oriented enterprise, positioned to successfully respond to trends and changes in the telecom and IT industry.
<http://www.jetcomcommunications.com/>

www.alcatel-lucent.com/hospitality

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