



# Avaya Hospitality Communications Solutions

Enhancing communications for improved guest experience and staff productivity

Hotels and other hospitality providers often walk a fine line between delivering a superior guest experience and running a cost-efficient and profitable business. Today's newest generation of communications technologies can help you maintain the optimal balance for your organization in ways that were unimaginable just a few years ago.



Avaya Hospitality Communications Solutions help you provide the convenient services your guests expect, enable your staff to provide high-touch personal attention that can differentiate your brand, and streamline or automate activities across your operations.

Whether you have one or multiple properties, Avaya solutions can help you deliver a better guest experience while dramatically increasing the efficiency and productivity of your staff. Moreover, these solutions can help lower your operating costs, reduce your carbon footprint and reinforce your profile as a green business.

## Reshaping the customer experience and hotel operations

Avaya Hospitality Communications Solutions can help you offer your guests the amenities they associate most with a premier hotel experience. At the same time, our communications experts can help you leverage your existing technology investments and lay the foundation for the cost-effective addition of new capabilities as they become available.

Our Hospitality Communications Solutions include:

### Avaya Aura®

Avaya Aura is our core communications platform—the foundation for unified communications, on-demand collaboration, and powerful customer service and contact center capabilities. For single- and multi-property hoteliers alike, Avaya Aura serves as the core architecture that enables the other solutions described below, providing a wide range of communications capabilities.

For hoteliers with multiple properties, Avaya Aura offers an added bonus. Rather than operating and maintaining a communications server at each property, you can leverage a single instance of our Avaya Communication Manager at one property and link all the others to it via communications gateways for rich voice, data, video and Internet services. This is a much “greener,” more cost-effective and efficient way to deploy today’s communications advances while still taking advantage of many communications investments you’ve made in the past.

Avaya Aura also offers other valuable capabilities, including Presence Services that give any user, anywhere on the network, an active view of all other users across your network. Presence Services help your staff collaborate more effectively, again helping you deliver better guest services more cost-efficiently.

### Contact center technology

How your front desk and contact center staff manage guest communications can be the difference between loyal customers and missed opportunities.

Whether you have one person handling these contacts or a team of operators, Avaya contact center solutions provide reliable, scalable applications for managing communications into and out of your hotel. Depending on your requirements, our offerings range from voice, e-mail, fax, Web and instant messaging capabilities to more sophisticated computer telephony integration and social media. No matter what options you choose, Avaya provides the tools, data and reporting you need to effectively manage your contact center.

### Phone sets and multimedia devices

Avaya offers a wide range of proven Internet Protocol (IP), Session Initiation Protocol (SIP) and, through our DevConnect program, standard analog phone sets to

meet any hotelier’s needs. Whether you want to provide the latest high-tech multimedia experience for your guests, a simple and reliable handset, or something in between, we have what you need.

Avaya 9640s and 9670s IP phones are energy-efficient and easily upgradeable, offering exceptional voice quality. A large touch screen makes self-service easy by giving your guests and staff quick access to frequently requested hotel services and amenities. Plus, many other programmable applications make everyday tasks much easier—and are available at the touch of a finger.

If you really want to wow your guests, consider the Avaya Guest Media Hub. This multimedia communications system combines a DECT phone with a multi-function touch-screen tablet device, providing your guests with an electronic video gateway to the amenities of your hotel and the attractions of your city. Integrated with your hotel’s property management system, guests can use the Guest Media Hub to place room-service orders and schedule wake-up calls, freeing your staff for other value-added guest services. The Guest Media Hub also supports the “greening” of your property by moving local maps, hotel information and other paper-based information into a searchable, easy to use,



Avaya Guest Media Hub



**Avaya Mobile Device  
Checkout Solution**



touch-screen format, thereby significantly reducing paper costs and waste.

For hoteliers who prefer a more traditional communications environment, Avaya offers a series of analog guest phone models through our DevConnect program that are reliable, durable and affordable.

### **Data solutions**

Choosing Avaya for your hotel's voice systems is a decision to provide the highest quality, high-availability voice communications available. Why not extend those capabilities by deploying them on Avaya data networks? Avaya offers proven data infrastructure for guest Internet access and back-office business applications. Hoteliers around the world are discovering the advantages of Avaya data solutions, including both cost and performance improvements. We can help you reduce capital expenditures and maintenance and

upgrade costs, as well as your energy consumption and carbon footprint.

### **Mobility solutions**

In an economy that encourages lean operations, hoteliers need their staff to be highly mobile yet readily available. Avaya has a range of solutions to achieve both objectives. One example is the Avaya Mobile Device Checkout solution, which allows everyone on your staff to have an assigned phone while they're on duty—without crippling inventory costs. When staff members begin their shifts, they go to a kiosk, scan the barcodes on an Avaya mobile handset and their ID badges, and instantly have access to their call lists, personal directories and voice mail. Now your staff members can be reached at all times, regardless of location, so they are constantly ready to provide superior service to your guests. The benefits to you: a highly mobile workforce equipped for collaborative communications, yet without prohibitive implementation and equipment expenses.

### **Videoconferencing**

Avaya videoconferencing can bring traditional voice-only conference calls to life and connect your guests face-to-face with their colleagues and customers around the globe. Convenient for your guests, Avaya videoconferencing solutions serve as a cost-effective, revenue-generating differentiator for your hotels. We have multiple, guest-friendly videoconferencing solutions, whether for a few people or large gatherings.



**Avaya Flare Experience**

### **The Avaya Flare™ Experience**

This latest innovation from Avaya gives your hotel management and staff unprecedented collaboration capabilities. Using an intuitive touch-screen device, you can manage voice and video calls, instant messaging, Android software applications, and a complete history of correspondence associated with each activity. Built around the way your staff works, the Avaya Flare Experience reinvents business collaboration.

### **Guest and staff messaging**

The Avaya Hospitality Messaging Server (HMS) 400 provides a scalable, cost-effective voice-messaging solution for small and large hotels. It can be deployed almost anywhere in the world with seven supported language options. Key features include dual-language voice-prompting per mailbox, automatic wake-up with snooze capability, house-keeping interface for updating room status, mini-bar inventory system for in-room updates on mini-bar consumption, single-server configuration that supports up to 2,300 guest mailboxes, and connectivity via a SIP trunk that eliminates

additional hardware cost, footprint and reliability issues. The Avaya HMS 400 integrates seamlessly with your property management system and provides advanced administrative functions that help keep operations running smoothly.

### **Avaya Agile Communication Environment™ (ACE)**

Imagine your guests being able to check in using their smart phone or PDA, just as they do for a flight. Or, picture your staff sending a targeted message to a specific group of guests on their preferred device. Using our Web-services-based software platform, Avaya ACE for Hotels, your IT staff can easily integrate and extend the capabilities of Avaya Hospitality Communications Solutions. Applications developed on the ACE platform do not

require software designers to learn new code, nor will you need to “rip and replace” your existing hardware. Instead, ACE helps you leverage your existing investments while finding innovative ways to take advantage of new and emerging capabilities.

### **Capitalize on more guest satisfaction opportunities**

From the first contact with guests by phone or at check-in until they depart, you have countless opportunities to win their loyalty and wallet share. Avaya Hospitality Communications Solutions can give you a more encompassing view of your guests' experience and help you elevate that experience to a new level,

making each stay more memorable for them and more profitable for your business. At the same time, our solutions can help you make staff more productive and operations more efficient while creating new opportunities for revenue streams. Count on Avaya to help you achieve all of these objectives and more.

### **Learn more**

To learn more about how Avaya can help you offer a remarkable guest experience, increase guest loyalty and create new revenue streams, talk to your Avaya Account Manager or Authorized Business Partner. Also, visit us at [www.avaya.com/hospitality](http://www.avaya.com/hospitality) or reach our experts at [hospitality@avaya.com](mailto:hospitality@avaya.com).

### **About Avaya**

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information, please visit [www.avaya.com](http://www.avaya.com).



INTELLIGENT COMMUNICATIONS

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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