



>THIS IS THE WAY

TO DELIVER GUEST SERVICE ON THE GO

>THIS IS **NORTEL**™

Solution Brief

Nortel Mobility Solutions for the hospitality industry

With its focus on catering to the needs of people on the move, it is no surprise that the hospitality industry is embracing mobility solutions to allow guests and staff ubiquitous and timely access to key information and communication tools. Already we are seeing how wireless hotspots are becoming widespread in hotels which represent one of the largest segments for public Wireless LAN (WLAN) adoption. Hotels are considering not only the potential from offering hotspot access in a few key locations of their property, but also how a strategy for broader mobility deployment can be a powerful tool in creating competitive differentiation and improved business management.

Mobility drivers for hotel guests and visitors

As travelers become more familiar and dependent on mobility tools and as the penetration of WLAN-enabled laptops moves quickly towards mass deployment, guest preferences will tend to favor the hotels that can allow them anytime, anywhere access to the information that they need.

Initially, the value of wireless access will be driven by the needs of business users. For guests, a hotel with property-wide wireless coverage means that they can take full advantage of the hotel's public spaces, including outdoor locations, to work in a comfortable environment either on their own or in collaboration with other business contacts. Visitors who are attending a business event or who are taking advantage of the hotel's services also find value in having WLAN access as

most cannot afford to be out of touch with their work for any extended period. From the hotel's perspective, the business value of a well deployed wireless access strategy in their public and meeting spaces is threefold: attraction of business based on the hotel's wireless capabilities, opportunity for revenue from user access fees and finally, the opportunity to increase the consumption of services from guests and visitors who choose to work in lounge or restaurant areas.



Wireless solutions enable staff to deliver an exceptional guest experience...

...A bellhop delivering luggage to the 21st floor received notification on his PDA that a guest on the 20th floor is about to depart. He picks up the luggage on his way back to the lobby.

...A manager notices that some suspicious individuals are hanging around the guest rooms. She uses her VoWLAN phone to call security and prevents the theft of guests' property.

...A client hosting a meeting realizes that the meeting will break earlier than planned. Without leaving her seat, she uses her VoWLAN phone the hotel provided her to directly contact banquet services to notify them that the group will arrive fifteen minutes early for lunch.

...A housekeeper receives a text message on her VoWLAN handset to move to the 5th floor where rooms need to be prepared for a group that has just arrived early at the hotel. The notification is automatically translated into her native language of Spanish.

...A player hits the jackpot on a slot machine. The floor manager is instantaneously notified and heads over to assist with the payoff.

Mobility solutions also have a place within the guest room. For many hotels where cabling is not optimal for the provision of High Speed Internet Access (HSIA) to the guest room or where a hotel wants to avoid having to enter a guest room to fix a connection problem, WLAN solutions can provide a cost-effective solution. The added advantage of WLAN delivery of HSIA is that guests have the freedom of mobility anywhere in their room — a capability that may be especially attractive to guests staying in suites or cottages.

Mobility drivers for staff

From a business case perspective, the benefits of investment in a wireless infrastructure extend beyond the value of enhanced delivery of guest services and incremental sources of revenue.

Also of importance in assessing the value of a property-wide WLAN deployment is the opportunity to increase staff productivity. Hotel employees are always on the move in an ongoing effort to ensure an enjoyable stay for their guests and smooth operations of the business.

In a business where needs are ever changing, responsiveness to customer requirements is an essential element to success. Property-wide mobility solutions that enable real-time voice and data applications increase staff productivity and enhance the business by allowing:

- > More timely delivery of service with the ability to make real-time adjustments to the priorities of staff and to reduce the time wasted while information is in transit to the appropriate person

- > Reduced errors that result from the 'broken telephone' phenomenon that accompanies piece-meal delivery of instructions
- > Improvements in tracking of tasks with the ability to directly input requirements into a core database
- > Increased availability and responsiveness of staff towards improving customer service
- > Improvements in hotel esthetics and reduced costs through the elimination of wireline phones

Nortel mobility solutions for hospitality providers

Nortel delivers to hospitality providers mobility solutions that enable intelligent deployment of wireless access and meet the specific needs of a property.

Location-specific hotspot deployments

For hotels that are looking for limited WLAN hotspot deployment, Nortel WLAN 2300 series provides a cost-effective option that will meet the needs of guests or visitors wanting access to information in distinct areas such as the lobby, lounge or the hotel's meeting rooms. This WLAN solution provides simple but effective security and investment protection for hotels who want the flexibility to expand their coverage more widely across the hotel at a future date.

Property-wide deployment with multiple vendors

Nortel WLAN 2300 series is equally positioned to deliver services for hotels that have a broader strategy in mind for the deployment of wireless LAN capabilities. Hotels are able to effectively extend existing WLAN hotspots (preserving existing multi-vendor deployments) to allow guests and

staff the freedom to roam across the property and to deliver an even more secure solution for delivering HSIA to guest rooms. Deploying Nortel WLAN 2300 series for extended coverage across the hotel allows these capabilities to be implemented even in multi-vendor access point environments:

- > True mobility – Roaming across access points, 802.11 radio standards and IP subnets without losing the connection.
- > Comprehensive centralized security including authentication, authorization, accounting and access controls. Unauthorized AP detection protects staff and guests' intellectual property from hackers.
- > Visitor Based Networking – Ability to capture a guest's Web browser session and to redirect them to a customized welcome portal where they can enter their credentials and receive appropriate access rights.
- > Centralized management to simplify operations and reduce costs through easy configuration, automatic maintenance and intuitive interfaces.

Full in-house multimedia deployment

For hotel staff to be optimally effective and professional, they need the capabilities to be reached and able to communicate wherever they are in the hotel. Nortel WLAN 2300 series complements the WLAN IP Telephony solutions and allows staff to improve their responsiveness to guest requirements while maintaining situation-appropriate communication whether it is through discrete one-on-one interactions, broadcast messages or text messaging. Full property coverage can be assured in areas that are sometimes difficult to reach with public cellular solutions, such as the basement,

kitchen and garages, making this an appropriate solution to meet the needs of various staff functions including maintenance, banquet services and valet parking. The location capabilities that are integrated into the solution mean that an individual's location in the hotel can be readily tracked. This can allow a dispatcher to identify a staff member within a specific function who is able to most quickly respond to a guest request. The location of key assets can also be tracked within the facility. One of the many possible uses of this functionality is in valet parking to track the exact location of a guest's car.

Nortel WLAN Adaptive solution is simple and cost-effective to deploy and to maintain with plug-and-play and plug-and-grow functionality that can be readily managed by a typical hotel's IT personnel. It supports the hotel's ability to deliver a range of services to guests and staff:

- > Identity-Based Networking that allows hotels to provide tiered levels of service by user or by group based on such factors as location, time and date (e.g., free access in lounge, but pay for service in rooms — all from one WLAN)
- > Traffic prioritization that enables hotels to ensure that delay-sensitive voice and multimedia content get special treatment over other content
- > Flexible billing allowing the hotel to split revenue with an ISP or pay a flat fee per customer
- > Real-time traffic load balancing over the air for an optimal use of the air resource and an unmatched end-user experience while using voice applications
- > Pre- and post-deployment planning and management that streamlines and thus brings down the cost of wireless LAN deployment, management and operations



- > Resiliency features allow consistent WLAN service even if active equipment is damaged or fails, unexpected radio frequency interference appears or attackers attempt to compromise the network

Nortel WLAN IP Telephony solutions offer a large choice of mobile desktops and handsets. Voice calls can be placed from laptops or PDAs using soft phones and employees can be equipped with rugged WLAN handsets that support multiple functions extremely useful for hotel staff, such as text messaging, conferencing and a push-to-talk feature that allows groups of handsets to behave as walkie-talkies.

Where pulling off first-class guest services requires your teams to work closely together, multimedia applications can be made available to staff on the go through the newly introduced WLAN Blackberry 7270 supporting Nortel's Multimedia Communication Server. Staff will be able to collaborate in real-time using a suite of applications supporting instant messaging, presence, collaboration, conferencing and VoIP communications to ensure that even complex projects and events are pulled together seamlessly.

Wireless connectivity without a LAN (Wireless Mesh solution)

The Nortel Wireless Mesh Network Solution uses a peer-to-peer infrastructure to backhaul data wirelessly to the hotel's wired network. This makes it ideal for situations where cabling for the LAN network is not in place or too costly to deploy or in some cases impossible to deploy (for example, in historic buildings). For hotels, Wireless Mesh is an exciting offer in the following contexts:

Hotel where LAN does not extend to guest floors: Many hotels are turning to WLAN as a solution for providing HSIA to the guest room when the hotel's cable infrastructure is not set up to deliver Ethernet access directly to the room.

The Wireless Mesh Network Solution is particularly suitable when cabling is not even available to connect access points on the guest floors to the LAN. The solution eliminates the need for any additional cabling while providing the rapid deployment of HSIA to all guest rooms.

Hotel requiring outdoor coverage:

For properties which include extensive outdoor facilities, the Wireless Mesh Network Solution allows for complete coverage of the entire property, including poolside, golf courses and cottages that are not readily wired to the hotel's main LAN.

Convention centers: The constantly changing requirements of convention center visitors make the Wireless Mesh Network Solution a compelling option because of the ability to rapidly recon-

figure coverage to meet the daily needs dictated by the current businesses using the facilities.

Nortel's mobility solutions for the hospitality industry are collectively enhanced by a wealth of experience in voice, data and security along with leadership in private and public wireless deployments. This positions Nortel as a unique partner that can work with you to optimally meet the mobility needs of your guests and staff.

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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In the United States:

Nortel
35 Davis Drive
Research Triangle Park, NC 27709 USA

In Canada:

Nortel
8200 Dixie Road, Suite 100
Brampton, Ontario L6T 5P6 Canada

In Caribbean and Latin America:

Nortel
1500 Concorde Terrace
Sunrise, FL 33323 USA

In Europe:

Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH UK

In Asia Pacific:

Nortel
Nortel Networks Centre
1 Innovation Drive
Macquarie University Research Park Macquarie
Park, NSW 2109
Australia
Tel +61 2 8870 5000

In Greater China:

Nortel
Sun Dong An Plaza, 138 Wang Fu Jing Street
Beijing 100006, China
Phone: (86) 10 6510 8000