

Al Murooj Rotana Hotel and Suites: First Hotel in the UAE to adopt a Mitel VoIP Solution

CUSTOMER NEEDS

- A communications network for hotel guests and staff in central and remote locations
- A future-proof IP solution to increase customer service
- Simple-to-deploy and-use technology with aesthetics to match the interior design

SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platform (ICP)
- SpectraLink Wireless solution
- Mitel Speech Server
- HP ProCurve Networking Adaptive Edge Architecture

RESULTS

- Personalized and advanced features for guest rooms
- IP Networking across disparate site locations
- Flexibility to add on applications
- Increased efficiency of call-handling for staff



Communication improves Hospitality Service

One of the latest real estate developments in Dubai is the Al Murooj Complex, a \$95.4 million multi-purpose luxury complex, which features: 8 residential towers, a department store, a 14-storey 5 Star Rotana Hotel Tower with 248 rooms and the city's only floating food court constructed over an artificial lake.

The IT consultant to the project issued a tender for a complete solution design and installation of a VoIP-based telephony system.

Viewnet Technologies FZLLC won the contract, which included a solution from 5 vendors: HP ProCurve Networking; VoIP Telephony Systems from Mitel®; Teledex Analogue Handsets; Systimax Cabling and Tiger Communications Hotel Services Solutions.



it's about **YOU**

ABOUT ROTANA

- Rotana Hotels Management Corporation (Rotana Hotels) was founded in 1999, by a partnership between two visionary thinkers, Nasser Al Nowais and Selim El Zyr, who were joined three years later by Nael Hashweh and Imad Elias.
- Operating as Rotana Hotels, it opened its first property in Abu Dhabi in 1993 and is today one of the leading hotel management companies within the Middle East.
- Rotana Hotels is a company offering the best of both worlds. A unique understanding of the culture and communities of the Middle East combined with the collective expertise of an executive team contributing over 35 years of international experience in the service industry.
- Rotana Hotels' aggressive expansion plans have seen the company grow from two properties in 1993 to a total of 30 by the end of 2007. With several further properties planned for opening within the next two years and new projects in the pipeline confirming the company's intention to have a Rotana managed property in all the major cities throughout the Middle East within the next five years.

Hi Tech - Low Maintenance

Al Murooj required a flexible communications system for a diverse client base with varying levels of interaction from hotel guests, staff in the complex, and residents; therefore it was crucial that the technology was easy to use. At the same time the handsets needed to complement the stylish design of the interior.

One of the main requirements by the contractor was that the solution was IP Centrix and that broadband applications could be added on to develop the communications system in the future.

Another important factor was security. This was made possible through HP ProCurve Networking Adaptive Edge Architecture, the only network design approach that recognizes the necessary migration of intelligence and functionality to the network edge which provided companies with a cost-effective, easy-to-manage solution to achieve command from the center with control to the edge.

"Mitel has a very strong reputation in the VoIP sector with specific features for the hospitality industry which can be integrated easily into existing property management systems. We have implemented the Mitel 3300 Integrated Communications Platform (ICP) because it is a resilient solution and we can continue to add on applications and to identify new methods of communication and collaborating. The Mitel and HP solutions complement each other greatly and have provided us with cost-effective, feature-rich, high performance products." Samir Abi Frem – Director of Information Technology.

ABOUT AL MUROOJ COMPLEX

Number of buildings: Five. Hotel, Serviced apartments and three outdoor buildings for club.

Number of rooms in the hotel: 253 guest rooms in hotel and 147 serviced apartments and 27 semi-furnished serviced offices.

Configuration of apartments:

Luxury studio, one-, two-, three-bedroom apartments

Size of buildings: 14 floors each

Retail, commercial and recreation centre

Location: Dubai, United Arab Emirates

Date of Installation: May 2005

Opening Date: June 2005

This is the first hotel in the region to use IP handsets in guestrooms.

The Mitel Hospitality Solution

The communications solution had to meet the hospitality industry standards and deliver advanced communications that enhanced the guests' experience, improved customer service and optimized operational productivity and costs.

At the user level, hotel staff benefit from the ability to enjoy transparent mobility anywhere on the premises to better service guests by using the wireless phones from Spectralink. Additionally, with the Mitel Speech Server intelligent speech recognition, guests have the ability to access hotel services at ease.

The comprehensive suite of applications, desktop devices and platforms provided the ability to offer the business an unprecedented ease of access, personalization and control over their communications, regardless of their operating environment. From a converged IP infrastructure to a traditional voice system – or a combination of both – the deployed solution is the foundation for scalable enterprise networks that offer compelling benefits at both the user and infrastructure levels. To be productive and effective, enterprise users, such as Al Murooj, need to access, manage and control an increasingly complex array of communications and productivity tools. They need to communicate and collaborate effortlessly with customers, colleagues and partners, whether at their desk, away from the office, or across different geographies.

Due to the solution's flexibility and ease-of-use, IP handsets were provided to all office and administrative staff. The guestrooms were provided with a hybrid option, a mid-range dual port IP handset to be placed at the desk and an analogue connectivity at the bedside and the bathroom, and in the kitchen in the hotel apartments.

Customer Experience

→ Al Murooj Rotana Hotel and Suites

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Guest Services Solutions

The operators were looking for a complete solution from a single vendor for call billing, IP billing and voicemail solutions. Tiger Communications' Tiger Hotel Pro was the key to maximising telephony and data revenue whilst improving guest satisfaction.

“The Tiger Hotel Pro and Mitel solutions work well together as Tiger controls the environment which sits between the PABX and the property management system. It provides a package service to customers where they can get a data network, Internet access, email usage all bundled up together.” Samir Abi Frem – Director of Information Technology.

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