

Success through a well-thought process!

Following Andres Alomar's endorsement in the previous edition of Full Circle, we now asked Andre Andersen, Director IT Eastern Europe Hilton WW, on his experiences with NEC.



Full Circle: 'Andre, you cover a 'big turf' of Hilton's presence, from Poland to Wladivostok and from Leningrad to Turkey and even Israel. What do you consider important, from a technology vendor like NEC, to execute on a promising partnership?'

Andre Andersen: 'Indeed, as my theatre is vast and comprises of many countries and cultures, I need to rely on a partner which I can trust. As Andres already

stipulated earlier, the team of NEC and the NEC Hospitality Voice Solutions are top-grade – yet the element which provides the greatest value to me, to the owners and to my local teams, is the clearly defined way of working (Modus Operandi) between the core NEC Hospitality team, myself, the NEC local partner and the owner!

Thanks to this clearly defined model, I can trust the solutions that will be installed in any of the Hilton Hotels that I am involved in and responsible for – irrelevant of the brand or the location.

I can only recommend NEC, their solutions, their partners – and especially their processes, to anyone in need of a state-of-the-art and robust Hotel Communication Solution.'

Andre Andersen
Director IT Eastern Europe,
Israel, Russia and Turkey at
Hilton Worldwide

Welcome back

With great pleasure I invite and welcome you to the next edition of our NEC Full Circle Magazine entirely focused on the successful partnership between Hilton WordWide in EMEA and NEC Enterprise Solutions. As some time has passed since our initial publication, we are pleased to share with you some of the achievements we as strategic partners have realized – as well as to bring you some 'nouveau'tés' with regard to our solutions- and product portfolio.

As we achieve the greatest results when operating as partners, I have allocated the front page of this Hilton Full Circle to this important process, our 'modus operandi': the Hilton / NEC way of working. Next to that – following the lead from Andres Alomar in the first Hilton Full Circle – Andre Andersen shares with you his view and experience of working with NEC, our teams, our solutions and our partners. As always, we are here to support you in your objective: To fill the earth with the light and warmth of Hospitality!

Kees van Donk - kees.van.donk@emea.nec.com
Director Hospitality EMEA NEC Enterprise Solutions

Partnership 2.0 rocks

From Croydon to Krasnoyarsk and from Hampton to Waldorf Astoria, The Hilton Europe – NEC Partnership is 'rocking and rolling'.

The partnership between Hilton Europe and NEC has matured and grown significantly over the past years. Based on NEC's 7 differentiators, there has been a strong pull, both from the side of the Regional IT Directors of Hilton, as well as from the owner community, to embrace and deploy the extended NEC Hospitality Communication Solutions.

The mentioned NEC differentiators are striking:

- **Reach** - Wherever there is or will be a Hilton Hotel, there is an NEC partner to serve you
- **Dedication** - The NEC core Hospitality team consists of people coming from the Hospitality Industry, working for the Hospitality Industry
- **Account Management** - NEC has true global coverage, with 3 dedicated Hospitality Directors (America's, APAC & EMEA)
- **Continuity** - NEC is a very healthy, financially stable company – here to stay! This is very important as hotel owners invest in technology, with an expected life-cycle of > 10 years!
- **Partnerships** - In order to deliver a completely integrated Hospitality Communication Solution, a robust and ver-

satile PBX is not enough. Therefore NEC has set up strategic partnerships with complimentary solution providers in the field of: CEBP, Middleware, Guest Room Telephones and RTLS. This is being extended with partnerships in Digital Signage, Facial Recognition and Big Data.

- **Sustainability** - The energy-consumption (CO₂ footprint) of the NEC platforms is over 20% less than that of the closest competitor
- **Solutions** - Based on NEC's vision of The Right Solution for the Right Hotel, we can assure that each brand and related property is installed with the right communication solution. As an example, the platform installed in the Hilton Garden Inn Krasnoyarsk (UNIVERGE SV8100) is a perfect fit for this hotel – as is the platform installed in the Waldorf Astoria Amsterdam (UNIVERGE SV8300).

Unique Operating Model

What makes the partnership between Hilton Europe and NEC really unique is the clearly defined, agreed and executed Operating Model – the Modus Operandi. The presented model clearly shows the process and structure, which comes



with such an engagement.

The steps that lead up to this successful model are as follows:

- Based on frequent contacts between any of the RDIT of Hilton in Europe and the NEC core Hospitality team, information is shared on upcoming communication projects (new hotel / replacements / refurbishments)
- The moment a project is identified, NEC informs its local certified Hospitality partner
- This NEC Certified Hospitality partner (for example Advance in Russia, MER ICT in the Netherlands, Teksam in Turkey, PKE in Austria, 14 IP in the UK etc.) meets with the owner / owner contact

- > This partner does not go in blind!
- > The NEC team supports the partner, with
 - Hospitality questionnaires, to assure no question is left unasked, no relevant information is overlooked
 - Template solution proposals for ALL the Hilton brands
 - Overview Hilton brand standards
- After the initial meeting, the partner sets up the concept-proposal and does NOT immediately send this to the owner
- In order to close the loop, and to assure that all the interests of Hilton are taken into account, the proposal first will be reviewed by the responsible

Hilton RDIT, supported by the core team of NEC Hospitality

- Only then – after approval – will the proposal be sent to the owner

The benefits of this model are clear:

- No surprises
- The owner of the hotel receives a proposal based on the right solution
- The NEC partner takes quite some work-load / operational hassle out of the hands of the Hilton RDIT

If you are interested in the benefits of this Modus Operandi or would like to know more, please contact your local NEC certified Hospitality partner - or any member of the NEC core Hospitality team.

Solution Update

NEC continuously enhances its core-offering. The heart of the NEC Hospitality Solutions offering has recently been extended with the following two updates.

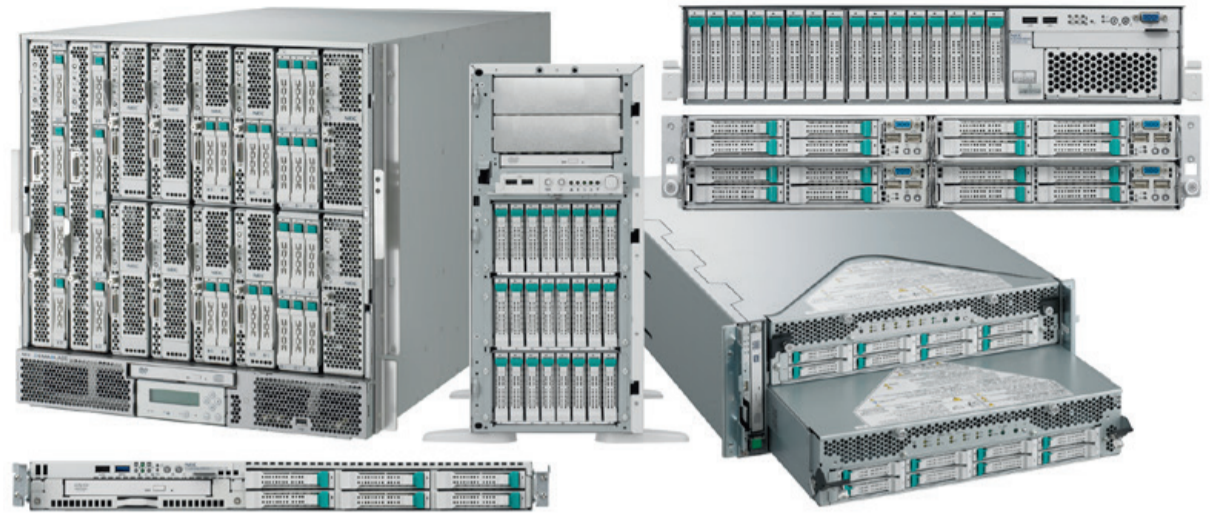
1. Mobility / IP-DECT

As 80% of hotel staff are mobile, a strong mobility solution is crucial – from a voice communication as well as from a CEBP (Communication Enabled Business Process) point of view. Mobile communications enhance staff productivity and guarantee guest-safety as well as responsiveness to guest needs. Already many Hilton Hotels across Europe benefit from the leading NEC IP DECT Mobility solutions.

Applications which are used on IP DECT handsets include:

- Voice
- Messaging / integration with fire-alarm applications
- Messaging / integration with BMS, Building Management Systems

- Messaging / integration with rapid response / workflow applications (i.e. Jaybee Smart Butler)
- With great pride NEC now introduces the new NEC G966 IP DECT terminal. The most important features of the G966 are:
 - Sophisticated handset with rich call control features and applications tightly integrated with NEC communication servers and PBX systems, contributing to the effectiveness of staff
 - Mobile Unified Communications features with central directory, presence lookup, messaging / alarming and localization
 - Android and WiFi to support any relevant business application with the option to tightly integrate the application with the specific features of the G966 through its API



- Front camera for video supported Unified Communications
- Bluetooth LE (low energy) to connect to a variety of external devices
- Compatible with the (rack) charger of the G266 and G566 handsets
- HD-Voice with G.722 codec in line with CAT-iq specifications

In short, the G966 is the optimal mobile communication tool for those hotel-operations with a need for highly interactive and rich communications.

As the G966, is completely compatible with other components of the NEC IP-DECT 'family', AP300 /AP400 antenna's and G266, G566, I755 handsets, the investment is protected.

2. NEC Server line

More and more Hospitality Communication is based on applications. Solutions like Unified Communications, Systems Management, Operator Function, Call Center / Reservations and CEBP (Com-

munication Enabled Business Processes) add significant value to a leading Hospitality PBX / Platform. Applications, like Business ConneCT, MA4000 and Mobicall, drive operational efficiency and improve guest satisfaction in properties like Hilton The Hague, the Netherlands, DoubleTree by Hilton Novosibirsk, Russia, and Waldorf Astoria Amsterdam, the Netherlands.

To assure that these critical applications run 'smoothly', without any unnecessary interruptions, more and more Hilton Hotels (and their owners) turn to NEC – and their certified NEC local Hospitality partner – to deliver, install, commission and support NEC servers.

The NEC server line delivers innovative features that address today's complex IT infrastructure computing needs. From highly efficient, flexible servers for data centers that require large-scale consolidation to servers that are easy to set up

on demand or for office or hotel environments that require small or medium-scale consolidation, the NEC Express5800 series provide servers ideal for a variety of virtualization solutions.

In short, the NEC Server line can be described as:

- Outstanding Performance
- Extreme Power Efficiency
- Simplified Serviceability
- High Quality and Reliability
- Excellent Value

And from an organizational / support perspective the fact that all the solution-components can be procured through 1 Single Point of Contact, the Certified NEC Hospitality Partner is of significant value! If you are interested in the NEC Server line and the value it can deliver to your Hilton Hotel, please feel free to contact your local Certified NEC Hospitality Partner, or any member of the NEC Core Hospitality team.



NEC G966

NEC Hospitality Solution Partners

TigerTMS - www.tigertms.com

Delivering communications excellence, maximising telephony & data revenue whilst improving the entire Guest technology experience is at the forefront of the NEC Unified & TigerTMS partnership. Seamless interconnectivity between all NEC IP-PBX platforms and the TigerTMS Hospitality suite empowers the Hotel Operators to select the best suited solution – scaled on size of property and functional requirements. The joint offering has been deployed globally into hotel properties of distinct prestige and where true guest focus is paramount.



New Voice - www.newvoice.ch

New Voice is a globally present software developer and systems integrator in the Unified Communication area. The application 'MobiCall' allows to meet most customer requirements regarding security in connection with NEC platforms. Examples: emergency calls, bomb threats, people and lone worker protection, localization/tracking, evacuation, fire, intrusion, technical and IT alarms, crisis and disaster management and other customized security-related applications. MobiCall is certified with all NEC platforms via SIP and/or DMLS.



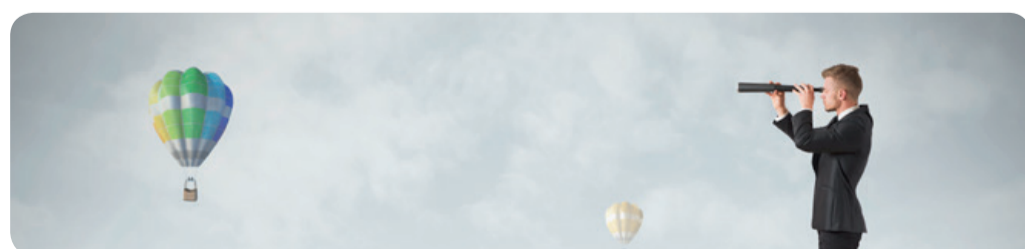
vtech - www.vtechhotelphones.com

VTech Telecommunication's Hospitality Division supplies Hilton Hotels with both Analog and SIP telephones for guest bedrooms, lobbies, and conference rooms. As the world's largest manufacturer of DECT phones, we have designed a range of elegant cordless bedroom telephones, again in both technologies, which give Hilton Hotels a greater choice for executive rooms or suites and their upscale brands. All SIP telephones have a USB charging port on the side of the telephone (for guest mobile device charging) and the new, small-footprint Petite version was launched recently as a perfect fit for the bedside table / nightstand. With Sales and Support facilities in Europe, Middle East, China and North America we support Hilton Worldwide globally. The V-Tech / NEC partnership not only guarantees that all the V-TECH SIP Phones work on all the NEC platforms, but also that the V-Tech phones can be procured through the NEC Hospitality Center of Excellence.



Cetis - www.cetisgroup.com

Cetis and NEC bring Hilton the best in communication switches and hospitality analog and SIP telephones. Whether you are connecting to NEC's SV8100, SV8300, SV8500, SIP@Net or Spherical, Cetis offers a SIP or analog telephone solution for you. TeleMatrix 3300IP/9600IP, and Teledex I Series (formerly Teledex iPhone) ND/NDC corded and cordless SIP telephones by Cetis, are fully tested and certified to interoperate seamlessly with the NEC platforms. Designed specifically for hotel guestroom VoIP applications, these phone feature a large faceplate, a choice of seven standard handset color inserts (3300IP/9600IP), 5 and 10 guest service key options, and one-touch voicemail retrieval.



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