

Orchestrating a brighter world

NEC

# SMART HOSPITALITY

THE RIGHT SOLUTION  
FOR THE RIGHT HOTEL



NEW  
ENHANCED  
VERSION

# THE HOSPITALITY INDUSTRY SECTOR'S CHOICE

NEC Corporation is a global leader in the integration of IT, Network Technologies and Communication Solutions, bringing more than 100 years of expertise in technological innovation to empower people, businesses and society.



## NEC COMBINES GLOBAL EXPERTISE WITH LOCAL PRESENCE

Serving customers through a global network of sales organisations, business partners and value-added resellers, NEC combines global expertise with local presence. Known for our unsurpassed technical support and logistics, NEC is a reliable and financially robust partner: 'Here to Stay', to put it in hospitality terms!

Across all major geographic regions NEC is one of the key suppliers of choice to the Hospitality industry. Our experience makes us truly understand the sector. By merging leading IT and Communication network technologies, we deploy solutions with the scalability, capability and affordability to meet the demanding business needs of hotels, event centers, cruises and travel organizations. That's what makes us special. 'Five star', as one of our customers puts it.



Operator & Guest Reservations



Open PMS Connectivity



Staff Mobility



Voicemail & Wake Up



IT & Communications Infrastructure



Alarming & Mobilisation



BYOD for guests



Virtualisation & Hosted Delivery



Wireless



## WELCOME TO NEC SMART HOSPITALITY

This publication aims to inform you of NEC's vision, strategy, solutions and benefits for the so important Hospitality industry. Based on close co-operation with leading international hotel chains (i.e. Hilton, Mandarin Oriental, Marriott, Peninsula, Starwood), in combination with a vast installed base (> 10,000 hotels across EMEA) NEC thoroughly understands the drivers and objectives of hotel operators and their operations. We combine and complement their requirements with those of the two other major stakeholders: the hotel owners and the guests.

By doing so, we assure that our NEC Smart Hospitality IT & Communication Solutions not only focus on operational efficiency in relation with the right financing model (Capex / Opex), but also deliver the right service level to delight your guests.

**VANNA BONTA, FLIGHT:  
A QUANTUM FICTION NOVEL**

**'THERE IS NO HOSPITALITY  
LIKE UNDERSTANDING'**

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# OUR VISION & PROMISE

## THE RIGHT SOLUTION FOR THE RIGHT HOTEL

In today's world nothing is more important than information and communication. This is especially true for Hospitality and its 3 major stakeholders - the operator, the owner and the guest.

The operator's interest in superior Hospitality IT & Communication Solutions focuses on 3 core elements:

- > Assure hotel operations are executed flawlessly and efficiently - optimizing the operator's most important cost-factor: staff. As up to 80% of hotel staff are mobile, the importance of a strong mobility solution cannot be overestimated.
  - **Serve guests' needs.** With Guest Satisfaction, Guest Return Ratio and RevPAR being highly correlated, it is of utmost importance that guest needs and requests are followed up in the right manner - in line with the brand promise.
  - **Assure a safe and secure environment.** Extending scope and value of communication platforms towards Communication Enabled Business Processes, NEC integrates peripheral systems (such as Fire Alarm, BMS) with mobile applications for a guaranteed safe and secure stay.
- > The owner wants to assure that the system installed in his property is not only in line with the financial capabilities of his funds and budgets, but also drives operational efficiencies and effectiveness towards lower operational costs.
- > With the surge in smartphones, hotel guests nowadays do not make much use of the hotel system to make outside calls, while WiFi has become a must have. Yet, when it comes to service requests like room service, concierge, housekeeping and wake-up, the Hotel Communication System is still (far above IPTV solutions) the preferred choice of communication for any hotel guest.

As every hotel guest these days has at least one mobile device (smartphone, tablet), it is desirable to integrate a guest's device with the hotel communication system and provide additional services, increasing guest satisfaction as well as revenue. The NEC BYOD (Bring Your Own Device) solution for hotel guests addresses this need!

Stakeholder	Interest	Outcome/Result
Owner	Efficient Operations	Higher Income / net result
	Right Financing Model Capex / Opex	Right allocation of funds
Operator	Efficient Operations	Lower Operational Costs Increased GOP
	Optimized Guest Service	Increased Guest Satisfaction Higher RevPAR
	Safe and Secure Operation for staff and guests	Safe and secure environment to work and stay
Guest	Swift response to needs	Satisfied Guests Returning Guests
	BYOD	Satisfied Guests More usage of additional services



## EMPOWERING SMART HOSPITALITY

NEC's Communications and IT solutions help the hospitality industry control costs, improve staff efficiency and create an environment that makes guests want to return. Together with our specialized partners we offer a complete portfolio of solutions and services to address the needs of the hospitality industry.

Our vision and approach to Hospitality is to assure we deliver the Right Solution to the Right Hotel. This means that we do not believe in a '1 size fits all approach'; as hotels differ in size (80 - 600+ rooms) and offering (3\*\*\* - 5\*\*\*\*\*), so should their ICT environment be geared towards their property specific circumstances.

NEC is able to address each specific brand and hotel type with a specific platform and solution set - from small to big in size, from basic to very advanced in functionality and installed & support anywhere across the globe.

To complement our offering, additional solutions and components are set up in a modular way. Depending on the needs of a specific brand or individual property, they can be easily added. The modular set of solution components can be represented as follows and are described in the following pages:

### EXPERIENCES



Guest Communications



Staff Mobility & Communications



Interactions 2.0

### APPLICATIONS



Open PMS Connectivity



Voicemail & Wakeup



Operator & Reservations



Wireless



CEBP

System Management

### INFRASTRUCTURE



Off-premise & Hosted delivery



Communications Servers



IT Servers & Storage



VDI

# A SUITABLE SOLUTION FOR EVERY HOTEL OR HOTEL CHAIN



## RELIABLE IT & COMMUNICATIONS

Reliable IT & Communications with server, storage and virtualization solutions. NEC's communications servers and appliances bring together business applications and voice, video and data communications to provide easy-to-use, rich functionality to staff and guests. From small to big hotels, from basic to advanced featured, from local to centrally installed platforms, from appliance-based to fully software-based, our solutions are tuned to support all hospitality needs. Together with our solution partners we provide a wide range of analog and SIP telephones designed and suited to the needs of the hospitality sector with functions such as room status VIP registration and message waiting.

Our IT servers and storage solutions provide efficient and reliable services, 24/7 and all year round, characterized by: Outstanding Performance, Extreme Power Efficiency, Simplified Serviceability, High Quality, Reliability and Excellent Value. Desktop Virtualization gives hotel staff quick, secure access to files and data, anywhere, anytime, generating cost & time savings for a better focus on guest service.



## OFF-PREMISE & HOSTED DELIVERY

With an on-premise platform being just one of the form factors, NEC and its partners also can provide cloud-based communication services. A wide array of comprehensive virtualization and consolidation solutions bring cost efficiency and agility to your entire IT infrastructure.

Some of our customers have been keen to reduce IT capital expenditure, whilst also eliminating on-site IT maintenance costs. NEC provides these customers with a full CaaS (Communications as a Service) solution hosted in a local data center, with full redundancy including daily management service.

**In short:** for every hotel or hotel chain we have a suitable solution!

From an organizational and support perspective the fact that all solution components originate from one vendor, NEC, and can be procured through one single point of contact, the certified NEC Hospitality Partner, is of significant value!





### OPEN INTERFACE TO ANY PMS

Our iCharge solution provides integration with any PMS system that supports an external connection. It can interconnect all front & back office applications in a single hotel or across a multi-property configuration with centralised PMS – premise based, deployed in a virtualised environment, or hosted in a fully cloud based data centre operated as a SaaS model. Integration in real time allows all modern communication methods to be used such as native IP and XML Web Services.

Features (depending on the communication server platform) include:

- > Voice and Data Billing
- > 2 way integration with servers, PMS, Voicemail, IPTV and High Speed Internet access
- > Room Status, VIP Registration and Message Waiting



### MANAGED INTERNET ACCESS VIA GATEWAY

Nowadays permanent access to the internet is a must! Wireless access points attract more guests and internet access converts guests' bedrooms into temporary offices. High-speed wireless broadband keeps guests connected, while unique phone-based applications inform them of revenue enhancing hotel services and events.



### HOTEL GROUP APPROVED GUEST SOLUTIONS

NEC together with TigerTMS have combined voicemail, automated attendant and wake-up calls into one powerful system. Our complete Guest & Administration Voice messaging centre is specifically designed for the hotel industry, with automatic Integration to the hotels' Property Management System of choice. A good communication service within the hotel is vital and the NEC voicemail application is an important layer of technology that can often enhance the guest experience.

Our Unified Messaging / Voicemail solution is a fully-featured in-skin messaging system fully integrated in the NEC communication platforms

Property Management System Integration allows automatic activation and deactivation of a guest mailbox. A guest's messages and mailbox settings can be moved automatically when a room move message is received from the hotel PMS.



## MOBILITY SOLUTIONS - THE BENEFITS ARE OBVIOUS

NEC offers a choice of wireless technologies for the Hospitality market.

### **IP DECT - for on-site wireless voice, data and messaging**

With IP DECT, a single converged network can facilitate both fixed and wireless telephony. IP DECT Access Points can easily be added to the LAN and can be complemented with Access Points in a remote location to form a multi-site configuration. Applications such as messaging, corporate directory and presence are easily integrated.

### **VoWLAN - for on-site wireless voice, data and messaging**

Our Business Mobility WLAN solution provides organisations with comprehensive converged wireless communications combining voice, data and real-time multimedia applications with mission-critical business applications. Our portfolio comprises key components like wireless devices and applications.

### **FMC - for integration of remote and mobile devices**

NEC's Fixed Mobile UC provides the combination of Fixed Mobile Convergence and Unified Communications. Fixed Mobile UC provides the following five key functionality areas. Fixed Mobile UC takes business productivity to a new level. It seamlessly extends enterprise telephony and applications to mobile devices.



## CENTRALIZED ADMINISTRATION

NEC's MA4000 Management System is a centralized web based management system for all voice communications servers. It seamlessly supports and manages the day-to-day tasks from a single point of entry.

MA4000 provides a secure administration for reliable management of the converged environment of voice and data applications. Using common industry standards to ensure effortless integration it provides:

- > **LDAP Auto-provisioning** for directory-based applications and solutions
- > **Single point of entry for NEC IP-PBXs**, voicemail, corporate directory, call accounting and E911 system
- > **Telecom Management Network compliant** and supporting integration with Network Management Systems
- > **SNMP (Simple Network Management Protocol)** integration. The MA4000 acts as an element management system (EMS) to communicate with network elements.
- > **Security infrastructure** integration

# COMMUNICATION ENABLED BUSINESS PROCESSES



## IMPROVING GUEST SAFETY

The number of IT applications increases every year and the integration of communications capabilities into software-enabled business procedures, known as Communication-Enabled Business Processes or CEBP, optimize business processes by reducing the human latency within a process flow. Every application delivers its own set of information, reports, notifications and alarms. The challenge is how to present all this information in the right format at the right time to the right persons.

MobiCall is a middleware platform that integrates communications with your existing customer business process, information and security system. MobiCall is designed to connect with external applications such as paging systems, fire alarm systems, building management and workflow systems. Prioritization per interface or alarm can be configured and one can define what, when and how an incoming event should be processed. This can result in notification of a staff member by a text or voice message, independent of infrastructure technology (DECT, WiFi or GSM). It can also lead to a notification by email, SMS, SNMP and relay contacts (e.g.: for sirene). Messaging to Apple, Android and Blackberry smart phones is available via dedicated apps.



## CONFERENCING & RECORDING

Sending voice and text messages to (large) groups of mobility users is relatively easy. In case of an urgent event a conference call can automatically be established, while all conference calls can be recorded.



## STAFF SAFETY

The combination of IP DECT wireless communications and MobiCall ensures that when the mobile handset or Messenger SOS button is used, or when the handset provides a man-down indication, a central alert is given including escalation via a variety of media, such as SMS, email or by voice conversation.



## LOCALIZATION

In addition to this detailed position information of employees can be made available. MobiCall is capable of localizing DECT handsets based on information via which Access Point the handset is connected to at a specific moment. An even more accurate method is when MobiCall is combined with Ekahau RTLS. In this configuration the location is determined based on multiple DECT Access Points. As a result, the Ekahau solution will convert this into a very precise location, to locate staff needing assistance and sending support immediately to the spot.

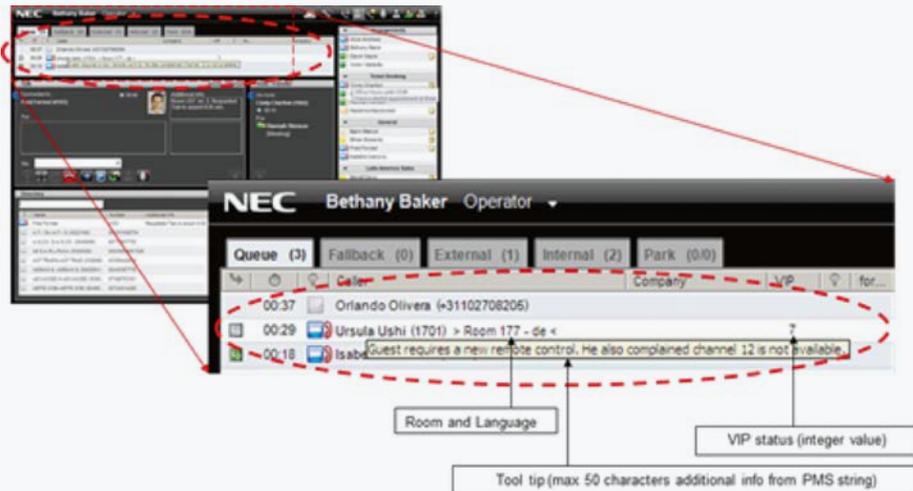


# OPTIMIZING STAFF EFFICIENCY AND GUEST SERVICES



## OPERATOR AND GUEST RESERVATION SOLUTIONS

With its combination of intuitive icons, name directory and messaging facilities, NEC's Business ConneCT offers professional operator functionality to any hotel. Queues show at a glance where a call is coming from: external, internal or rerouted. Calls are always routed right and the comprehensive view on the queues allows operators to spot specific callers easily and treat them in a special way (VIPs, returning callers, etc.).



Business ConneCT integrates with middleware to connect to a hotel's PMS, providing realtime information about check-in / check-out status of a guest and extensive guest information like language and VIP status. The intuitive user interface ensures a short learning curve, enabling use with minimal training.

### Monitor and improve your reservations department

Business ConneCT Contact Center equips your hotel with a single point of contact and guides callers and emails to the best suited employee, reducing waiting time and improving staff motivation. Skill-based routing ensures calls are transferred to agents with the best matched skill set. Agents are provided with additional information, such as the language in which to greet a caller or any other customer information. Each customer call or email reaches the right person, first time, every time!

### Excellence in guest handling and caller services

Business ConneCT decreases the workload of receptionists and back-office staff by using the auto attendant/IVR possibilities. With the 'Hot Message' function it is also possible to add a message to the auto attendant in case of an issue. Anyone who calls reception will first hear this message before being transferred to the operator.



## INCREASING STAFF MOBILITY

When staff are easily contacted and directed to prioritized activities, the hotel's whole organization becomes much more efficient. What's more, being able to contact the right member of staff without delay is not only efficient, it's imperative to providing the desired level of service to guests.

NEC's mobile solutions make staff reachable at all times via a single personal number, no matter where they are. These solutions can also give them access to information and applications while they are on the move.

We have extensive experience in integrating mobile voice and messaging solutions with a wide range of building management and safety systems. Solutions include facilities to capture critical events, process them and instantly send related alarm messages to various destinations (such as pagers and telephone sets, building management systems, industry control systems, Short Message Service (SMS) and electronic mail), with full feedback on the delivery results.

Applications that are used on IP DECT handsets include:

- > Voice
- > Messaging/integration with fire-alarm and Building Management Systems
- > Messaging/integration with rapid response / workflow applications (i.e. HotSos, Smart Butler)



## ADVANCED TERMINALS

The NEC G966 IP DECT terminal for instance includes Android and WiFi to support any relevant business application, making it the optimal communication tool for those hotel operations with a need for highly interactive and rich communications.



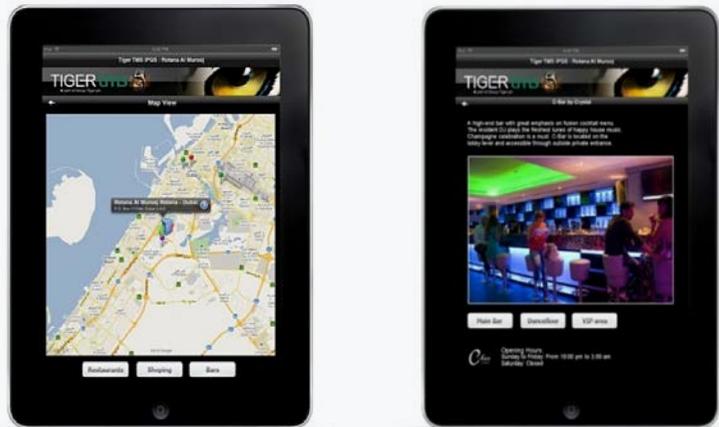
# ENHANCING THE GUEST EXPERIENCE



## IMPROVED GUEST SATISFACTION

Improved guest satisfaction with BYOD and smart phone applications. How often does a guest find outdated, incomplete information on his desk in the room? Our IP Guest services (IPGS) gives guests access to the hotel services when and where they want in a convenient way. This application is exclusively designed for guest smart phones and tablets (BYOD) and enables guests to access services on the move.

Guests can explore the hotel, access interactive room service and guest relation information and access interactive maps to find out points of interest. The app can be tailored to the hotel's brand. It gives the hotel operator additional revenue opportunity for advertising, internal & external dining, local bars and services.



## iConnect

Extending the hotel PBX to guests through iConnect is even more exciting. Designed to meet the needs of hotels & resorts and using latest VoIP & wireless technologies, the iConnect application provides a cost effective and secure method of extending the hotel's telephone network to the guest's own smartphone device (BYOD).

## Guest benefits

- > **Immediate and mobile access** to staff , restaurants, bars & leisure services
- > **Click & call and book services** free of charge when connected to the hotel's WiFi
- > **Never miss a call** while out of the room with full incoming & internal call facilities
- > **Supporting multiple smartphones** per room keeps family members connected



## STYLISH GUESTROOM PHONES

Form and function come together in our wide choice of phones for the hospitality sector. Together with our 3rd-party solution partners, such as Cetus/Telematrix and Vtech, we provide a full range of phones, corded and cordless, analogue and VoIP, table-top and wall-mounted.

Choose from contemporary styles to complement today's interiors or classic designs that make a more traditional impression. SIP and analogue technologies accommodate every need and budget.

When you've invested so much in upgrading your guest experience, you want to ensure no detail is overlooked. Rigorous testing guarantees our phones perform in all climates and environments. Antibacterial plastic protects guests and housekeeping staff from germs. Battery-backup technology keeps guests connected even when the power is out.



## TAKING ADVANTAGE OF INNOVATIVE TECHNOLOGIES

NEC technology solutions play a vital role in the seamless operation of hotels and other large multi-purpose venues and event centres. Besides infrastructures for both fixed and wireless voice and data communications these solutions also include interactive digital signage displays, digital cinema projectors, RFID security solutions and CCTV for access control.

NEC's biometric facial recognition technology, such as NeoFace, is used worldwide for crime prevention and improving public safety. Stadiums, event centres as well as hotels can benefit from NEC's vast experience in biometric identification solutions to enhance the framework of their security systems.

The following brands have already taken advantage of the NEC Facial Recognition Technology:

- > Lemon Tree Premier and Red Fox (belonging to Lemon Tree Hotels)
- > Ibis, Novotel and Pullman (belonging to Accor)



# MAKING THE DIFFERENCE

## REACH, CUSTOMER FOCUS, CONTINUITY, SUSTAINABILITY AND PARTNERSHIPS

In addition to the full set of solutions as described in previous pages, NEC distinguishes the following differentiating elements driving for optimal results in serving the Hospitality Industry.



### REACH

Many leading hotel operators, as any other international businesses, want to:

- > Streamline their IT organizations
- > Minimise the number of suppliers they work with and standardize on a limited number of vendors. These vendors need the capacity to deliver, install and support the solutions wherever the hotels of the group are located, often requiring a global presence. NEC has that capacity.

Following overview gives a clear indication, of NEC's global Reach



### CUSTOMER FOCUS

Like many hotel chains and international groups, NEC distinguishes 3 regions globally: Americas, EMEA - Europe, Middle East & Africa and APAC - Asia / Pacific

Per region all activities are headed by an NEC Director of Hospitality and all NEC Directors of Hospitality have a background in the International Hospitality Industry: People coming from the Industry - working with the Industry.

Our dedication to the Hospitality sector can be furthermore illustrated by the fact that NEC invests heavily in formal certification of our IT & Communications solutions by hotel operators. Our voice platforms and peripheral solutions are regularly tested for instance in the labs of those operators.



### CONTINUITY

One of the most important criteria when it comes to choosing a technology and deciding to invest in a solution which should last for many years, is the stability and longevity of the mother company. For that reason we strongly recommend owners as well as operators to investigate thoroughly the financial status (P & L, balance sheet, funding) as well as the strategic horizon of any party they consider to involve in their project.

 **SUSTAINABILITY**

NEC adheres to its social responsibilities by reducing the environmental impact of its business activities, and strives towards creating a sustainable society by providing environmentally sound products and services.

NEC's mid-term plan aims to attain specific targets across the categories of product-, solution-, plant- and office-related items and environmental communications. All NEC products and solutions (down to component level) for instance are produced and transported with an as low as possible carbonfootprint. NEC is also ISO9001 certified for its Quality Management.

 **PARTNERSHIPS**

Driving hotel operations efficiencies and enhanced guest services are not only a result of a strong, reliable and state-of-the-art communication solution; it consists of many more supporting products and applications.

NEC being the leader in Hospitality Communications and determined to act as a 'one stop shop' towards business partners and customers, has pro-actively engaged with leading complimentary solution providers that add significant value to the overall Hospitality Communication Solution. An overview of partners, their place and role in the total solution and the value they provide is listed below.



**New Voice**  
CEBP/Messaging (Middleware)  
for a Safe and Secure environment  
newvoice.ch



To ensure that the installation, commissioning and support of our Smart Hospitality solutions are executed in a consistent, transparent and high-quality mode, NEC has set up 2 fundamental mechanisms:

- > **NEC Smart Hospitality Executive Partner Program** - in which NEC recognizes and rewards those business partners who invest in Hospitality, with core elements being: Sell, Install, Commission and Support
- > **Processes** - to assure consistency and quality, NEC and its Hospitality Partner base use the following:
  - Hospitality Questionnaire – to understand the specific requirements
  - Standard / brand specific proposal templates
  - Brand specific installation guides
  - 24/7 support guidelines



**Cetis**  
Guest room phones  
(Brand recognition)  
cetisgroup.com

# A SELECTION OF OUR CUSTOMERS

NEC's is one of the world's most successful IT & Communications solutions suppliers to the Hospitality sector. Our team of experts work in partnership with hospitality establishments to address the challenges they face and the requirements they must satisfy. The NEC Hospitality Solutions are approved by the following groups and brands.

## Starwood



"We have always been extremely pleased with the high level of quality and the reliability of our NEC Hospitality communications solution, especially in combination with the outstanding service from Gijima, our System Integrator and NEC's Hospitality partner in Southern Africa."

**Robert Kucera**  
General Manager Westin Cape Town



Sheraton Genua, Italy,  
Conference Center  
Sheraton Adana, Turkey  
Sheraton Sheremeteyevo,  
Moscow Airport, Russia  
Sheraton Rostov, Russia  
Sheraton Bahrein, UAE  
Sheraton Samsun, Turkey  
Sheraton Ankara, Turkey  
Sheraton Essen, Germany  
Sheraton Cairo, Egypt  
Sheraton Schiphol Airport,  
Netherlands  
Sheraton Stockholm, Sweden  
Sheraton Ufa, Russia



Le Meridien ParkHotel,  
Frankfurt, Germany  
Le Meridien Fisherman's Cove,  
Seychelles



**ST REGIS**

St. Regis Istanbul, Turkey



Westin Hotel & Conference  
Center, Cape Town, RSA



**HOTELS**

W Verbier, Switzerland



Four Points Kaluga, Russia

## Hilton Worldwide



"Our decision to select NEC is based on their in-depth knowledge of the Hospitality Industry. We have been impressed by the smooth implementation and the high level of functionality delivered."

**Mr. Ulrich Hoffmeister**  
General Manager DoubleTree by Hilton Oradea



Hilton The Hague, NL  
Hilton Ras Al Khaimah  
Resort & Spa, UAE  
Hilton Schiphol, NL  
Hilton Amsterdam, NL  
Hilton Rotterdam, NL  
Hilton Soestdijnen, NL



Hilton Garden Inn Leiden, NL  
Hilton Garden Inn Krasnoyarsk



DoubleTree by Hilton,  
Novosibirsk, Russia  
DoubleTree by Hilton,  
Oradea, Romania

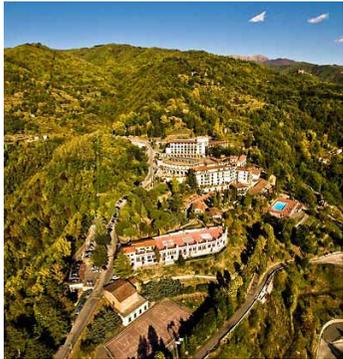


Hampton Inn London Croydon, UK  
Hampton Inn Minsk, Belarus  
Hampton Inn Cluj, Romania



Waldorf Astoria, Amsterdam,  
the Netherlands

## Marriott



"Thanks to NEC's in-depth knowledge of the hotel-industry, dedicated team and longtime experience with the communication systems in premiere Hotels we have decided to invest in the leading Hospitality Communication Solution of NEC, when we re-opened doors in 2012 installing a new PABX and new phones."

**Mr. Georges Midleje**

*General manager Renaissance Tuscany Il Ciocco Resort & Spa*



Residence Inn, Edinburgh UK



Marriott Warsaw, Poland



Edition, London, UK



Courtyard Budapest, Hungary  
 Courtyard Stockholm, Sweden  
 Courtyard Cologne, Germany  
 Courtyard Bremen, Germany  
 Courtyard Hannover, Germany  
 Courtyard Warsaw airport, Poland



Renaissance Hotel Malmo, Sweden  
 Renaissance Tuscany, Il Ciocco, Resort & Spa, Italy  
 Renaissance Warsaw airport, Poland



More than 80 % of the Protea estate is equipped with the NEC Smart Hospitality Solutions



Marriott Executive Apartments, Prague, Czech Republic



Autograph Berlin, Germany

## Luxury five star hotels



"NEC has proven to be a reliable and trustworthy partner. Their PBX solution offers excellent reliability, while the expertise of the NEC team ensures that we are offered the most appropriate solutions to meet our needs."

**Mr. Paul Missen**

*Vice President Technology, EMEA for Mandarin Oriental Hotel Group*



Adlon Kempinski Berlin, Germany  
 Kempinski Tirol, Austria



Moevenpick Resort Soma Bay, Egypt



Mandarin Oriental Hyde Park, London, UK  
 Mandarin Oriental Barcelona, Spain  
 Mandarin Oriental Paris, France  
 Mandarin Oriental Geneva, Switzerland  
 Mandarin Oriental Budrum, Turkey  
 Mandarin Oriental Milan, Italy



Villa Kennedy, Frankfurt, Germany  
 Verdura Golf & Spa Resort, Sicily, Italy  
 The Charles Hotel, Munich, Germany  
 The Balmoral Hotel, Edinburgh, UK  
 Hotel de Rome, Berlin, Germany  
 Hotel de Russie, Rome, Italy  
 Hotel d'Angleterre/Astoria, St. Petersburg, Russia



Peninsula Paris, France



Hotel Royal Savoy, Lausanne, Switzerland



## Other leading hotel chains using the NEC solutions



## Cruise Ships

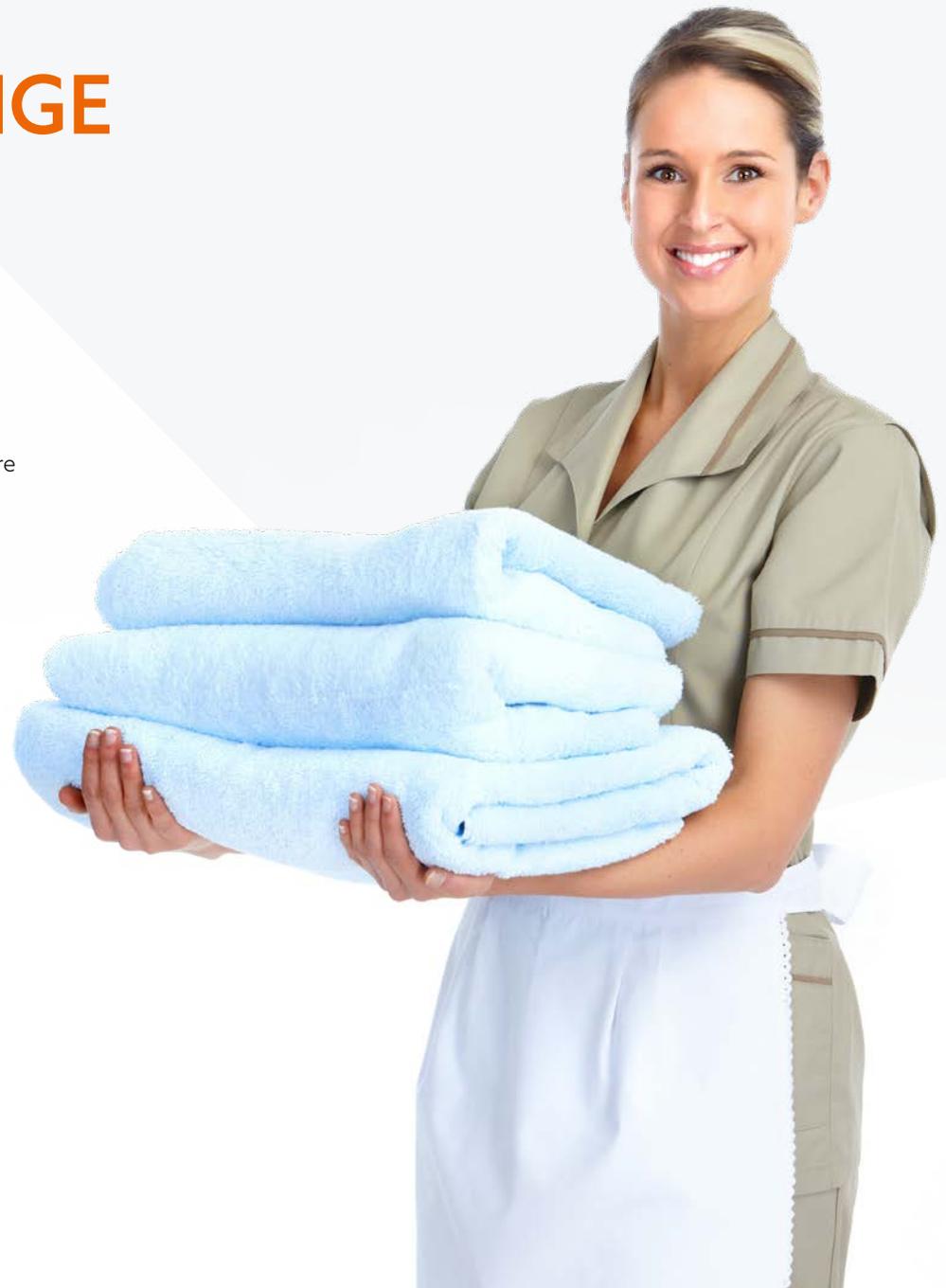
NEC's Hospitality Communications Solutions and expertise are not limited to hotels, but include other venues such as stadiums, leisure and event centres, amusement parks as well as cruise ships. NEC is one of the world's leading suppliers of shipboard communications to the cruise line industry. Some of the cruise line companies, ship yards and partners that rely on NEC's communication and application solutions are:



# PILLOW & PROFIT TALK

## TRENDS DRIVING CHANGE IN HOSPITALITY

- > Ever incremental SPG \$ in revenue, brings > 50 cents to the bottom line
- > On-line bookings and revenue will grow to 90% in 2020.
- > OTA bookings will decrease by 25% in 2020, if they don't change their provision structure
- > A hotel without free internet, is a hotel without a bed
- > CEBP will be the next big thing, after BYOD
- > Hotels which offer digital services to their guests, see their RevPAR increase with 18%
- > Interactivity, without the right infrastructure, is a swimming pool, without water
- > The competition for the guest's attention has ended in a draw. Both the guest-room phone and the hotel-TV, need to worry about more important issues: the mobile invasion of the guests' devices ...!
- > Hotels with an integrated CEBP solution, save significantly on operational costs, and produce - on average - an increase of 13% on GOP
- > In 2020, the market cap of booking.com will surpass the combined values of Hilton, Marriott and Starwood





OVER  
**\$26 BILLION**  
REVENUE



**#1**  
SMB & ENTERPRISE  
COMMS **WORLDWIDE**

LEADER IN  
**BIOMETRICS**



**TOP 100**  
GLOBAL INNOVATORS  
(THOMSON REUTERS)



**75 MILLION**  
GLOBAL USERS

**GLOBAL 100**  
MOST SUSTAINABLE  
COMPANIES IN THE WORLD  
(CORPORATE KNIGHTS)



**4,000+**  
CHANNEL  
PARTNERS



**125+**  
COUNTRIES



**RECOGNIZED  
AS A LEADER**  
BY FROST & SULLIVAN  
IN ENTERPRISE  
COMMUNICATIONS  
TRANSFORMATION

107,000  
**TEAM MEMBERS**  
WORLDWIDE



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**Corporate Headquarters (Japan)** – NEC Corporation – [www.nec.com](http://www.nec.com)

About NEC Corporation - NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 120 years of expertise in technological innovation to empower people, businesses and society.

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