



>THIS IS THE WAY

HOTELS DRIVE PROFITABILITY WITH NORTEL

>THIS IS NORTEL™

Solution Brief

Nortel solutions for hotels and convention centers

Every day, your hotel strives to create a sanctuary for your guests — a home away from home where they can relax, be entertained and work productively; an environment they will choose to return to trip after trip. And every day, Nortel strives to make sure you are successful.

In a world where guests require proactive, individualized service, Nortel is delivering enhanced communication solutions that help hotels and convention centers, like yours, expand their services, improve guest loyalty and bolster profitability. Whether you are looking to put your hotel right at the leading edge of the market, or want to take a more measured approach to adding new services, Nortel's expansive portfolio of hospitality solutions can be tailored to your specific strategy. With over 25 years of solution development for the hospitality industry, you can be assured when you work with Nortel that you have a partner who understands the intricate needs of your business and is committed to finding solutions that match your specific strategy.

Enhanced guest experience

> *Closer ties to your guests while capturing greater share of wallet:* Offer in-room, real-time marketing of your services, guest access to personalized

information and guest control of their environment through an intuitive, touch-screen interface on the guest room Nortel IP phone.

- > *Communication control:* Provide simple and effective guest messaging and wake-up calls, standardly available in 18 languages.
- > *Guest mobility:* Deliver property-wide wireless coverage for guests — both indoors and outdoors using Nortel's WLAN and Wireless Mesh solutions.
- > *My Concierge:* Offer video dialogue and content sharing with the concierge from the comfort of the guest room.
- > *Beyond best-effort HSIA:* Provide premium bandwidth and billing based on each guest's specified needs to access real-time applications like voice and video.

Differentiated services for meeting planners

- > *Respond to communications needs:* Simplify the deployment of conference phones, allowing flexibility in service delivery and increased in-house revenue retention.
- > *Stay in touch with event planners:* Deliver full-featured mobile phones for event planners that tie into a key-contact directory, giving them instant access to your staff.
- > *Virtualization of your meeting environment:* Host events where some participants are joining remotely with hotel-controlled, cost-effective audio and video conferencing.
- > *Visitor Based Networking:* Respond quickly and cost-effectively to conference, trade-show and meeting client requests for IP services from within your hotel or convention center network.



> *Business on the greens:* Provide property-wide connectivity with Nortel Wireless Mesh, allowing your guests and your staff to leverage the hotel's resources even when at outdoor locations like the golf course or poolside.

Improved staff productivity

> *Information accessibility:* Ensure timely access to communications and applications for staff who are constantly on the go, allowing them to...

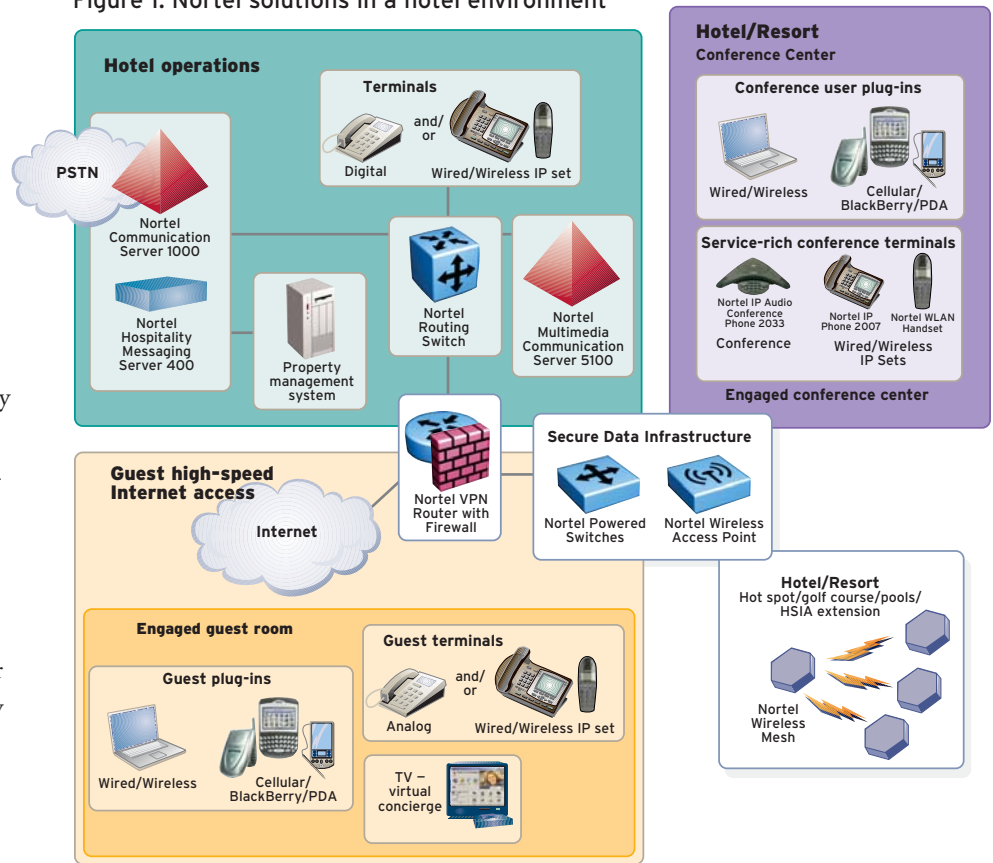
- Benefit from mobile voice communications with Nortel VoWLAN phones, soft-clients or SIP clients
- Create a virtual office environment by giving staff access to their personal profile and phone number from any IP phone on the property
- Access staff applications and employee information such as schedules through Nortel self-service solutions

> *Save on mobility:* Leverage property-wide Wireless LAN to provide staff with in-house wireless phones, reducing costly monthly cellular bills.

> *Operator services:* Route calls quickly to the agents best equipped to handle them, building stronger relationships with guests. Provide managers with easy access to vital decision-making tools to improve overall handling of guest calls.

> *Up-to-date room status:* Deliver easy-to-use housekeeping and mini-bar status entry available in 18 languages.

Figure 1. Nortel solutions in a hotel environment



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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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