

CASE STUDY

Alcatel solution meets the demands of Radisson SAS' business guests

Effective communication thanks to the voice and data solution installed by Itelpro Solutions AG in Switzerland



The Radisson SAS hotel chain has opted for the very latest communication technology for its newly-built hotel in St. Gallen in Switzerland. The Alcatel solution offers business guests all they have come to expect from a conference and business hotel.

Radisson Hotels & Resorts is a leading hotel chain that operates over 435 hotels worldwide, providing a total of approximately 102,000 guest bedrooms. The company has been running a four-star hotel in St Gallen since January 2004, which boasts over 123 bedrooms of varying categories, as well as seven conference rooms covering a total

surface area of 400 m². With 54 full-time employees, the hotel is banking on a turnover of 8.9 million Swiss Francs this year, which it hopes to increase to 9.5 million Swiss Francs in 2005.

The Radisson SAS Hotel in St Gallen was built from scratch in 2003. Alongside its target groups of conference, seminar and banquet participants, the hotel is also setting out to attract individual business people. "If we did not offer any conference facilities, a 123-room hotel would have been too big. These rooms are our Unique Selling Proposition (USP)," is how Daniel Werner, General Manager of the Radisson SAS Hotel St Gallen describes the venture. In view of its positioning as a business and conference venue, the communication equipment had to meet the specific needs of business guests.

"The criterion that tipped the scale in favour of the Alcatel solution was the fact that it offered the best value for money. The competence of the Alcatel Partner, Itelpro, as a service integrator, presented a further advantage."

Daniel Werner, General Manager Radisson SAS Hotel St. Gallen

"The Radisson St. Gallen offers all the infrastructure guests have come to expect from a business hotel."

"Savings in terms of cabling, billing and system administration."

A one-stop-shop solution

Against stiff competition, Radisson SAS opted for an Alcatel communication solution, which was implemented by Itelpro Solutions AG. This Alcatel Premium Business Partner is a company that specialises in telecommunication systems and that offers complete solutions, ranging from the analysis of requirements and consulting to project management and implementation, as well as training and system maintenance.

The communication solution implemented by Itelpro Solutions AG on behalf of Radisson SAS uses the OmniSwitch family for data transfer. The OmniSwitch 7700 was used as the backbone, which comes with two 24 ports 10/100 Mbps modules and with a 12 ports 10/100/1000 Mbps module. The OmniSwitch 6648 was used on the guest floors. This offers 48 10/100 Mbps ports as well as gigabit uplinks to the backbone switch. For voice transfer, an OmniPCX Enterprise Platform was implemented on this data network with a central call server and media gateways scattered around the guest floors. This means that all 360 system terminals and 160 analogue connections, as well as the 40 DECT base stations and 30 DECT mobiles call via VoIP. For the system management of the voice and data solution, Radisson SAS turned to the network management platform

Challenges

- Integrated communication solution for a newly-built hotel
- Heavy demands of the business guests
- Simple administration

Solutions

- Alcatel OmniPCX Enterprise
- Alcatel OmniTouch Contact Center
- Alcatel OmniSwitch 7700 and Alcatel OmniSwitch 6648
- Alcatel OmniVista 4760 Management platform

Benefits

- One-stop-shop solution
- Lower costs thanks to an integrated network
- Simple administration

Professional IT equipment for a business hotel

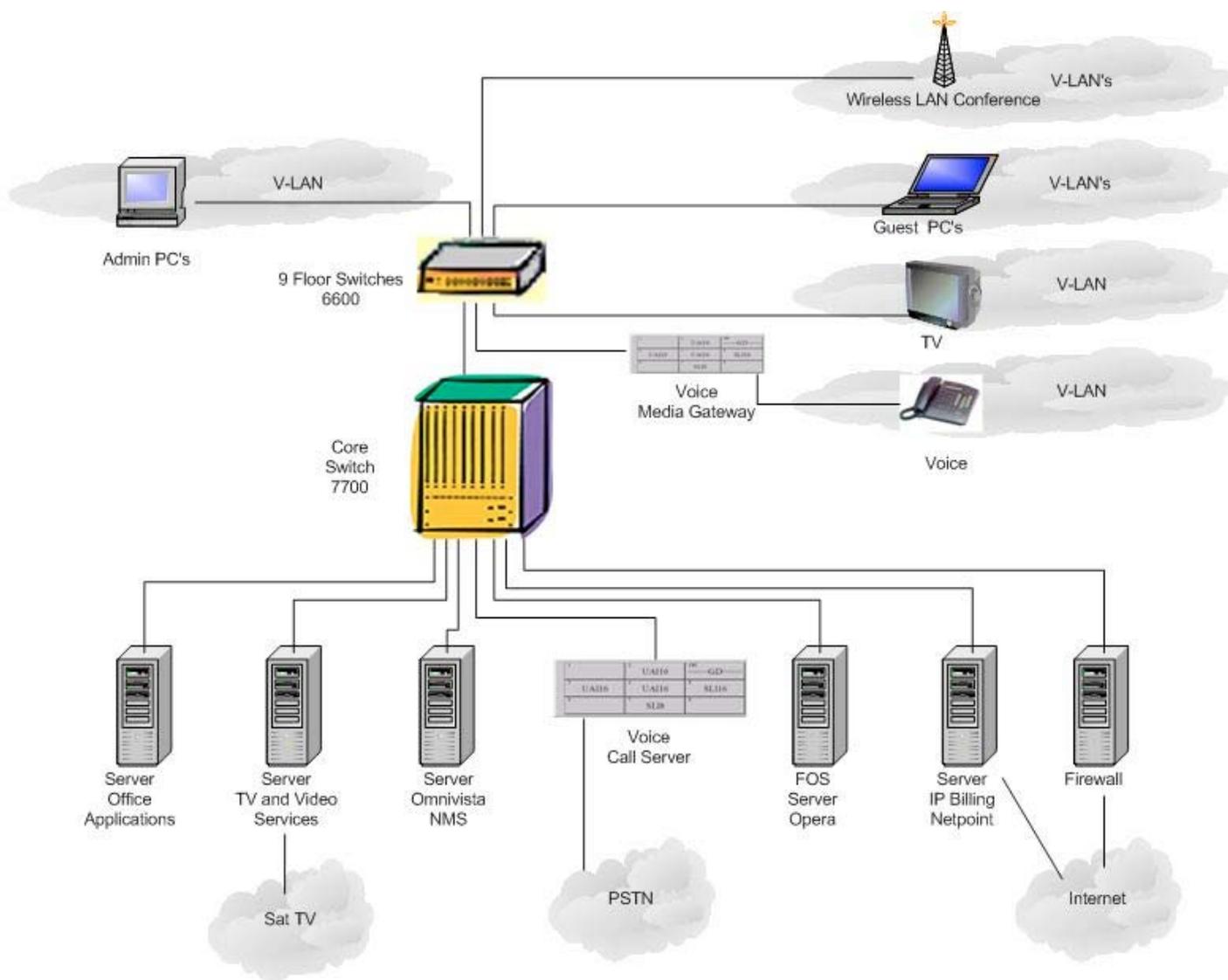
The Radisson SAS Hotel therefore needed effective communication equipment in order to provide conference participants and business travellers with high-performance voice communication and data transfer facilities. The guest rooms were to be equipped with Internet and VoIP telephone connections as well as Television over IP (TVoIP). Alongside wireless LAN and public Internet stations, the hotel's management also needed a communication solution for its own internal processes. The priority was a central billing solution for the voice and data services used by the guests, as well as centralised system management for the installed solution. Radisson SAS wanted to work with a company that would take over the project management and interface responsibility for an integrated voice-data solution and for the services and maintenance.

Alcatel OmniVista 4760 Network Management platform, which can be used, which can be used by several users at the same time thanks to the client-server architecture.

Advantages for all concerned

This integrated solution offers Radisson SAS a wealth of advantages. First of all, by choosing the Alcatel Business Partner Itelpro Solution AG and entrusting it with responsibility for the entire project management, Radisson SA

had someone to turn to at all times. Secondly, compared with heterogeneous voice and data systems costs could be cut, as a uniform billing of the service and a uniform system management was made possible thanks to the integrated voice and data network. Another advantage offered by the integration solution is that with the convergent Alcatel solution, the voice and data network are perfectly in tune with one another – by default. Alongside cost savings, there are also benefits for the hotel employees. Thanks to the DECT and Voice Mail solutions, the employees can make sure they are always within reach.



The TV connection via TV over IP provides an innovative addition to the “conventional” IP services. The Radisson SAS offers cutting-edge television broadcasting, as the TV channels are connected through IP video stream via multicasting throughout the entire data network on all floors and subsequently to the TV systems. This means that the demands made on the network capacity are kept to a minimum and a perfect picture is guaranteed. The next step would be to move on to real-time video communication.



Business Partner Info

Itelpro Solutions AG is an authorised Alcatel Business Partner for Switzerland, Germany and Austria and was entrusted with the implementation of the Radisson SAS project. The company was responsible for installing the solutions and for integrating third products. The service offered by Itelpro Solutions AG covers all project phases, from analysis to the definition of the solution, to its implementation and all subsequent services. It specialises in the fields of digital, analogue and mobile telephony, Voice over IP (VoIP), integration of Internet and data applications in a Unified Messaging environment and migration processes.

