

Mitel MiCloud Hospitality



An Industry on the Move

The world is on the move and that is good news for the hospitality industry. While the overall outlook for the tourism and hospitality industry is high, so is the competition. Now more than ever, hoteliers know they must compete for customer loyalty by providing an exceptional guest experience while at the same time keeping their rates competitive.



Today's technologies affect every aspect of a guest's experience - from reservations to checking in, in-room services, staying connected, checking out and payment, and reporting on customer satisfaction. Technology also affects the hotel staff's ability to operate most efficiently and best serve their customer. Smart hoteliers know the technologies they choose can be a huge differentiator in the experience of their guests, and ultimately the success of their business.

Easy to Use and Manage

- **Simple:** guest services are at the heart of MiCloud Hospitality. Hospitality features are presented as an integrated part of console and telephone user interfaces to minimize training and ensure staff are always aware of guest needs.
- **Integrated:** benefit from integrated capabilities focused on improving guest services and increasing staff productivity, including auto attendant, recorded announcements, voicemail, and automatic call distribution.
- **Flexible:** implement traditional or IP communications with one easy to manage platform that integrates with commonly used property management systems, hospitality applications, and guest room telephones.



Leveraging Leadership and the Cloud

As an undisputed leader in providing communication solutions for the hospitality industry, and the fastest growing provider of cloud-based communications solutions, Mitel® is the perfect choice to help hoteliers meet today's challenges. Mitel's strategy is to leverage the power of the cloud to deliver highly integrated hospitality solutions that reduce operating costs, increase revenues and most importantly, assist property owners in providing an exceptional guest experience.

For over 42 years Mitel has been devoted to providing solutions for the hospitality industry. In fact, no other vendor in this space has been continuously dedicated to the hospitality industry as long as Mitel. Mitel is deployed by all the major brands. We interoperate with all the leading property management systems (PMS) as well as other leading hospitality applications.

best path to the cloud

#1 GLOBAL MARKET SHARE

Mitel is also an undisputed leader in the cloud. A report issued by Synergy Research Group earlier this year confirms Mitel as the global market share leader in cloud communications, powering nearly 20 percent of all cloud communications based on subscriptions and seats. As of Q1 2015, Mitel has more than 1.1M cloud seats installed globally. We power more than 33 million cloud communications every single day!

Now, Mitel is combining its experience and leadership in both hospitality and cloud services and is pleased to announce its new MiCloud Hospitality Service, a low cost voice communications service designed specifically for the hotel industry.

MiCloud Hospitality

The MiCloud Hospitality Service is hosted and managed by Mitel, and offered through our certified cloud hospitality partners. It includes several different types of user license bundles to support guest rooms, service phones and hotel administrators. License bundles include unlimited local and long distance calling with hospitality specific features, voicemail, guest room call accounting, and can be used with either IP or analog handsets. MiCloud Hospitality Service also integrates with the hotel's Property Management System. This service is initially available in the USA with expansion to other regions coming soon.

Solutions Designed Around You

Cloud services are the way of the future and the best way to offer cost effective and highly integrated applications in the long run. However, Mitel also understands that each property is different and will have its own unique needs and migration timeframe. The good news is, that with Mitel we can offer a variety of business models to get you to the cloud at a pace that makes sense to your own business. Whether its pure IP from day one, or a hybrid model that gets you there over time we can accommodate it. And Mitel is the only vendor that can provide a ubiquitous user experience whether your solution is in the cloud, on-premise or a mixture of the two among various properties.

Continued Innovation

The hospitality industry is on the move and so is Mitel. Mitel recently completed several acquisitions. The acquisition with Aastra expanded our Global reach to over 100 countries worldwide, and making us the #1 marketshare leader in EMEA. The acquisition of Mavenir adds leading mobile technology to the Mitel portfolio, and you can be on the look out for more applications from Mitel that move the guest experience from the hotel room to the mobile device.

TigerTMS

Mitel recently announced the acquisition of TigerTMS. TigerTMS is a global specialist in software, cloud and applications solutions focused on addressing the needs of the hospitality industry for more than 30 years. Based in the United Kingdom with offices throughout Europe and in the U.S., APAC, and the Middle East, TigerTMS provides Hospitality Interface Aggregation, Call Accounting, voicemail and wake up solutions, and the latest IP technologies for smartphones and tablets. Their customer base includes more than 20 of the largest hotel brands in the world.





Mitel Gives You Choice

Hotels have been moving toward cloud solutions for some time now as a way to simplify property IT demands and at the same time reduce the burden of adding new and innovative applications. However, properties will differ in how quickly they migrate to pure cloud solutions. To hit the aggressive Total Cost of Ownership (TCO) targets required to stay competitive, hoteliers need the flexibility to maximize the re-use of assets where required.

Only Mitel offers the ability for hoteliers to implement either pure cloud or hybrid cloud solutions, using the same stream of software for a ubiquitous experience for administrators and guests. Whether the voice application is located on premise or in the cloud, new hospitality applications are added in the cloud with seamless integration.

With MiCloud Hospitality, SIP handsets are supported directly, while existing analog phones are supported using an on-premise gateway. Once again, Mitel gives hoteliers choice – with the option to use Mitel AX Controllers or a third-party gateway solution from Audiocodes.

The move to the cloud is inevitable. However, with Mitel you decide which applications and at what pace you want to get there. By partnering with the undisputed leader in communications solutions for the hospitality industry and the fastest growing cloud communications provider, you can rest assured knowing you will have the best path to the cloud!

Let your TCO drive your move
to the cloud.

To determine whether Mitel MiCloud Hospitality is a good fit for your business, please visit norcomsolutions.com/hospitality or call (877) NORCOM1.