

The Best Path

to

CLOUD COMMUNICATIONS

MiVoice Business Hospitality Edition





Mitel's reputation as a leading provider of hospitality solutions has been achieved through a long-term commitment to improving guest experience and operational efficiency. Our customers enjoy flexible, scalable and secure communications designed to meet the needs of small and economy hotels through to some of the world's most famous luxury hotels.

Cloud is the new way to deploy technology. The powerful combination of cloud and mobile promises exceptional guest service, improved operational efficiency, simplified support and reduced cost. But how do you know if cloud is the right for your organisation, what other deployment options are available and how do you build a business case? This primer will help you explore the options and reach the best decision for your properties.

Structuring IT deployment

Advances in technology are assisting IT teams to structure deployment and simplify decision making. Many organisations are choosing to work with a limited number of IT frameworks, for example VMware, Microsoft or Oracle. Applications are chosen on the basis of framework fit and ability to support guest service, customer loyalty and operational efficiency. IT services are being categorised 'utility' or 'mission critical'.

Utility services are essential for day to day hotel operations where predictable cost and service level are more important than outright capability. Specialist applications are more likely to be specific to the hospitality industry or even an individual hotel or group. Typically, capability is critical to brand and service differentiation. Here are a few characteristics that may drive hospitality IT service towards 'mission critical'.

Mitel Hospitality Applications Suite

- PMS connection mediation and call billing
- High Speed Internet Access management and billing
- Voice messaging for staff and guests
- Federate the guests own mobile device with their room
- Guest service request management and reporting
- Mobile customer loyalty applications

How are you differentiating guest service?

We appreciate many hotel's continue to lead with a traditional service model. Guest satisfaction is primarily derived from face to face interaction. Technology can be used behind the scenes to ensure service levels are met. When dealing with guests, the little things do matter, like greeting guests by name, managing their privacy and ensuring guest services are delivered in a timely manner. Simple, intuitive user interfaces reduce training requirements and enable staff to focus on service delivery. Hotel analytics help management teams to measure performance and optimise staffing levels.

More recently, hotels have been evaluating and implementing self-service technologies. Guest satisfaction is derived from convenience and consistency, especially when presented on the guests own mobile device. Staff members are freed from routine tasks to focus on delivering exceptional guest experience. These guest facing services are critical to brand, reputation and competitive differentiation.

What steps are you taking to optimise operational efficiency?

In a busy hotel environment over 80% of staff are mobile, delivering service, answering calls and managing back office tasks. Service delivery often demands a high degree of co-ordination between team members and across teams

- *Cordless, wireless and mobile technology free staff from fixed locations*
- *Skill groups and location tracking improve service consistency and reduce footfall within a busy hotel environment*
- *Hotel managers have access to business analytics. Staffing levels can be optimised to deliver on guest service commitments*

Are you managing customer loyalty?

Over recent years, technology has transformed the role of the reservations desk. Customers are making bookings online, when mobile, and sharing their experiences with others via social media. Mitel's contact center technology enables hotel groups to interact with customers using a media of their choice.

These advances have the potential to transform operational efficiency and guest service, but cannot be managed within individual hotels using traditional deployment models.

- *Customers can interact by voice, email or web chat with common management & reporting across media types*
- *Agents are able to monitor social media activity and respond 'in the moment'*
- *Where the brand is dominant, customer interaction can be centralised. Where individual hotels are dominant, calls can be directed to the hotel and overflowed to a central location*
- *Guest service requests can be centralized to improve guest service and operational efficiency*
- *Use outbound capabilities to manage and report on marketing campaigns*
- *Mobile customer loyalty app's can be tied to hotel communications and applications when on-property, and to the reservations desk for bookings and enquiries when off property.*

ATTRIBUTE

ON PREMISE BASED PHONE SYSTEM

CLOUD BASED PHONE SYSTEM

Cost



The initial purchase of the hardware, software and implementation services demands upfront capital expenditure. Ongoing operating expenses normally include specialist in house resources, software assurance and support. Total cost of ownership will be dependent on the intended lifespan and any unscheduled expenditure along the way.

Typically, a hosted communications service is provided on a price per user per month basis. This cost normally includes installation, support and software assurance. The telephones may be provided within the service price, leased or purchased. Cloud communications is attractive to customers who want to avoid up front capital expenditure and / or want a communications service at a highly predictable cost

Features



Typically, on premise systems are provided by well-established vendors with highly developed call control capable of meeting almost every business need. Software assurance and support provides access to new features but may require additional capital for labour and any associated hardware upgrades.

The hosted communications market is a mix of well-established and new entrants. Organisations with sophisticated or specific needs should document requirements and choose carefully when moving from an on premise PBX. Software assurance and support is normally included so you are covered for new features.

Flexibility



When choosing an on premise system it's important to account for any growth over the intended lifespan. IP telephones can normally be added by purchasing additional user licences. New analogue or digital extensions may require additional hardware and associated services.

Hosted solutions are well suited to businesses that need to respond to new opportunities and changing market conditions. Many cloud communication services allow users to be added, removed or changed on a monthly basis. For example, a team may need to be enabled for mobile working during a particular phase of a project. If this level of flexibility is important be sure to check the contract meets your needs.

Service Availability



On premise systems from the leading vendors are generally very reliable. Redundant components and resiliency can be applied where availability is of critical importance. External failures for example, human error or power are more common sources of failure in most on premise environments.

Economy of scale affords higher levels of security and availability within a cloud environment. Typically, cloud communications benefit from sophisticated monitoring and specialist resources who are able to pin point issues before they become service affecting.

Administration



Most on premise systems benefit from web based administration. Larger organisations usually prefer to complete moves, adds and changes themselves. This generally necessitates system administration training. More complex issues are handled under a support contract, either remotely or by site visit.

System administration is normally managed by the service provider. The service provider may provide an end user interface to enable simple configuration changes to be made 'in the moment'.

Lifespan



Some vendors have a reputation for allowing customers to progressively migrate, others demand a rip and replace when moving from digital to IP or adding unified communications. On premise lifespan is dependent on solution complexity and industry sector. Traditional voice only systems are often in service for 10 or more years. More complex multimedia solutions may necessitate a refresh or replacement every three years. Lifespan is important to bear in mind when comparing options.

The term of commitment is normally shorter than the lifespan of an on premise solution. The service provider deals with ongoing system management, upgrades and technology refreshes. However, some cloud communication services are not well suited to changing IT frameworks or end user devices. If this level of flexibility is important within the contract period, be sure to check the provider can meet your anticipated requirements.

Connectivity



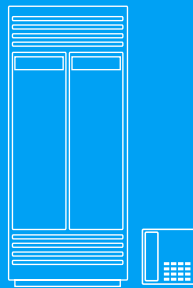
Typically, businesses are free to choose their own network service provider and call packages. The latest on premise systems will support analogue, digital and IP trunks. Older systems may not be able to benefit from SIP-T trunking. Newer software based solutions will require a network gateway to connect digital trunks. This may negate the cost benefit of a software only solution.

Cloud communications is dependent on good network connectivity. This can be achieved over a virtual private network (VPN) or over the top (OTT) of the internet. Some cloud communications providers will insist you use their chosen public network connectivity. Others will let you bring your own SIP trunks (BYOST).

Progressive Migration with Mitel

Mitel has an enviable reputation for progressive migration extending over 4 decades. Customers that bought a Mitel SX-2000 in the mid 1980's were able to migrate to SX-2000 Light in the 1990's. Up to 90% of their original investment could be protected by retaining existing line cards and telephones. In the 2000's they took the next step by replacing the SX-2000 Main Control Cabinet with a Mitel 3300 IP Communications Platform, again retaining line cards and associated telephones. In 2010, Mitel was the first to market with virtualised business communications. Customers moving from Mitel 3300ICP to a virtualized solution can retain their existing user licenses and IP telephones. Alternatively, our customers can chose to move to a public cloud solution. MiCloud Hospitality offers customers access to the latest technology at an agreed service level with predictable costs.

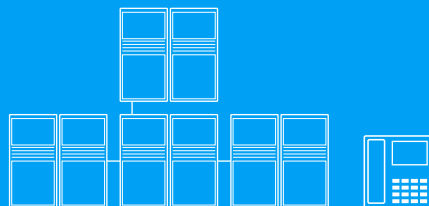
1983



MITEL SX-2000 SG



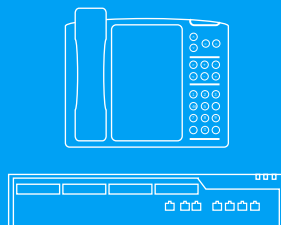
1992



MITEL SX-2000 LIGHT



2001



MITEL 3300ICP



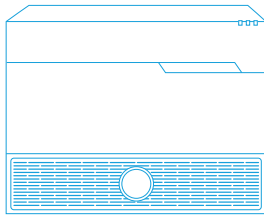
2014



MiCLOUD

MiVoice Business deployment options

The Mitel 3300 ICP is optimized for organisations with a blend of IP and traditional communications, for example, when using digital public network access or deploying analogue telephones. Availability can be improved by adding redundant components or through resiliency where two or more controllers are deployed. Common hospitality applications including auto attendant, voice mail, recorded announcements, call accounting, high speed internet access management and guest BYOD can be added as required.



Mitel 3300 ICP AX

The Mitel® 3300 ICP AX delivers class leading hospitality capability in a small, cost effective package optimised for hotels looking to retain traditional analog telephones in guest rooms and benefit from IP Telephony for operations, common areas and meeting rooms. A single Mitel 3300ICP AX can support a maximum of 576 devices in a hotel environment.

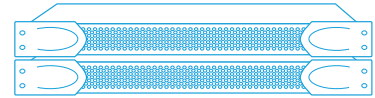
- Up to 288x analog telephone ports *
- Up to 288x IP Telephones.
- Up to 60 PRI digital trunk circuits. (Also supports BRI, Analogue and SIP trunk connectivity)
- Redundant power supplies and fans can be added for improved availability
- Mitel 3300ICP's can be clustered to create a scalable multi-node network with a single point of administration



Mitel 3300 ICP MXe

The Mitel® 3300 ICP MXe delivers class leading hospitality capability in a flexible, scalable package. The Mitel 3300ICP MXe can be optimised for any blend of analog and IP telephony. A single instance can support up to 1500 devices.

- Up to 576 analog telephone ports *
- Up to 1400x IP Telephones.
- Up to 16x digital links. (Also supports BRI, Analogue and SIP trunk connectivity)
- Redundant power supplies and RAID can be added for improved availability
- Mitel 3300 ICP's can be clustered to create a scalable multi-node network with a single point of administration



Industry Standard Server

Industry standard solutions are becoming increasingly popular. MiVoice Business can support up to 5000 users on a single industry standard server. This approach enables businesses to leverage hardware purchase agreements and support contracts. A wide range servers are supported from all the common Industry Standard Server providers.

- Standardise hardware within your data centre to leverage hardware purchase agreements and support contracts
- Enables scalable deployments with high availability
- Same feature rich MiVoice Business call control

Virtual MiVoice Business

More and more organisations are choosing to build Private Cloud solutions. Organisations can deploy real time communications in a virtualized environment alongside the Hospitality Applications Suite and many other applications. This approach eliminates the need for dedicated hardware, simplifies support and allows virtualization capabilities to be leveraged.

Centralised Architecture

Mitel's centralised hospitality solution delivers a reliable solution ideally suited to larger hotels with traditional telephony in guest rooms. The 'Suite Controller' hosts MiVoice Business software and manages all call processing and management tasks. One or more AX Controllers provide analogue connectivity to support traditional telephony in guest rooms.

- *Single point of web based administration for up to 2000 suites / 5000 extensions*
- *Presents a single link for property management system and call accounting integration*
- *Option to distribute AX controllers to minimize cabling*
- *Availability can be further enhanced using resiliency and sub system redundancy or by using high availability in a virtualized environment*
- *Limit impact of sub system failure by distributing suites across multiple AX controllers*
- *By running the 'Suite Controller' on a Stratus Technologies ftServer, hotels can deploy an ultra-high availability hospitality solution. The ftServer presents itself as a single system with one instance of MiVoice Business software, but operates as a fully redundant system running in lockstep. All core hardware is duplicated including the CPU, memory, motherboard, input/output and disk drives. Replicated fault tolerant components process instructions at the same time. A virtual technician service provides remote diagnosis, trouble shooting and repair*

Distributed Architecture

Mitel's Hospitality Cluster architecture enables hotels to distribute call processing across multiple instances of MiVoice Business to limit the impact of a failure. This solution is ideally suited to resort or campus hotels. Mitel's distributed architecture is also used on cruise ships. Controllers are located across flood and fire zones to ensure availability of communication during an emergency. The 'Hospitality Gateway' hosts the attendant consoles, property management system link and manages updates to all other controllers.

- *Single point of web based administration across a 'Hospitality Cluster'*
- *'Synchronous Data Service' ensures guest names and room status are shared across instances*
- *Presents a single link for property management system integration*
- *Analog ports can be distributed to minimize cabling requirements*

Availability can be enhanced using resiliency and sub system redundancy

Mitel Deployment Models

Mitel has the widest range of deployment models available in the market. Our hospitality solutions can evolve with your chosen IT strategy, frameworks and changing requirements. Our customers can opt for a hybrid solution, either as part of an ongoing migration strategy or to meet specific needs, for example, existing hotels may leverage investment in on-property PBX's by adding innovative hospitality applications from the cloud. New hotels may choose to deploy cloud communications and applications.

MiCloud Hospitality

MiCloud Hospitality enables hotels to benefit from the latest technology without the capital and support overhead normally associated with an on property solution. Our modular approach provides flexibility to leverage existing on site investments and build solutions to meet the needs of individual properties

Need a hassle free voice solution with PMS connectivity and billing delivered from the cloud?

- *Fixed, wireless and mobile communications at a predictable cost*
- *Software assurance and support are included*
- *Chose IP or analog telephones, from Mitel or an alternative hospitality specialist provider*
- *Add services from the Hospitality Applications Suite as required – No extra complexity*

Not ready to move to cloud communications? Keep your on property PBX and add services from the Hospitality Applications Suite – delivered from the cloud.

- *PMS connection mediation and call billing*
- *High Speed Internet Access management and billing*
- *Hospitality messaging services for guests and staff*
- *Guest service request management*
- *Mobile customer loyalty applications*

Mitel Hospitality Expert Partner Program

Our accredited Hospitality Expert Partners have specialist knowledge of the industry. They will listen to your requirements and advise on the best deployment option.

- Fixed and mobile telephony to mobilize your staff
- Cloud communications delivered on a price per user per month basis
- Frees up capital to invest in core operations - with no nasty surprises along the way!
- 24/7 support is included - IT staff can focus on business process improvement and end user training



A final thought

Over the past 5 years we have seen a significant change in the way people work. As organisations become more distributed, the people and the way they communicate defines your property and the way it operates. Increasingly, employees are expressing an opinion on communications technology. Guests expect to communicate using the media of their choice. It has never been more important to choose a communication solution that can evolve with your organisation to accommodate changes in your staff and guests preferences, customer expectations, working practices, IT frameworks and deployment models.