

# Halekulani Corporation

“With Avaya, we have a solution that gives us high reliability and the capability to deploy all of the advanced features we feel are necessary to deliver the outstanding service that our guests expect.”

— Glenn Yamashita, CFO



Founded in 1980, Halekulani Corporation currently manages two internationally recognized luxury hospitality establishments, Halekulani and Waikiki Parc Hotel, in the heart of Waikiki.

According to Glenn Yamashita, CFO, *“As the managers of two luxury hotels, Halekulani Corporation needed to replace our aging telecommunications system with one that would enable us to deliver a high level of service without the risk of system failures. We were interested in deploying a VoIP platform that would provide high reliability and longevity, with the capability to leverage new technologies going forward.”*

Their vision was to create a true campus solution that could network the hotel sites and the corporate office. They wanted to provide corporate headquarters with technologies that could enable increased productivity and efficiency, and equip the hotels with highly reliable telecommunications and efficient call centers. At the same time they wanted to contain costs with a system that could give them the flexibility to maintain current equipment and cabling for the guest rooms, yet with the option to add advanced guest room features in the future.

Yamashita commented, *“We selected Avaya because it has an excellent reputation among the hotels in our area.”*

## Challenge

- Provide direct connectivity between corporate headquarters and the hotels
- Eliminate the threat of system failures that could result in inconvenience to guests and disruptions in business continuity
- Deploy a scalable campus solution that would include advanced applications and equipment to enhance productivity and guest satisfaction
- Streamline the time required for IT support and maintenance functions

## Solution

- A consolidated, open standards Avaya platform consisting of:
- Avaya Communication Manager
  - Avaya S8720 and S8730 servers and G350 and G650 media gateways
  - Avaya Call Center
  - Basic Call Management Reporting (BCMR)
  - Avaya 9640 IP Deskphones, Avaya 2420 and 2410 Digital Deskphones
  - Extension to Cellular
  - Plantronics® Bluetooth wireless headsets

## Business Value

- Reliability and resiliency to ensure uninterrupted service
- Speed and efficiency of centralized management
- Capability to deploy advanced applications for enhanced productivity and guest satisfaction
- Estimated \$1.25 million savings on integration of existing messaging and property management systems, cabling, and equipment in guest rooms
- Excellent mobility
- Optimum load balancing and work handling guidelines for the call centers

Halekulani deployed Avaya Communication Manager with Avaya S8720 and S8730 servers and G350 and G650 media gateways. The company selected Avaya Call Center with Basic Call Management Reporting (BCMR) to meet the needs of the call centers. The pre-existing messaging system and property management system were integrated to Avaya Communication Manager.

Avaya 9640 IP Deskphones, Plantronics® Bluetooth wireless headsets, and Extension to Cellular licenses were purchased for the corporate office, and Avaya 2420 and 2410 Digital Deskphones were purchased for the hotels.

## Value Created

- **High reliability, stability, and business continuity.** The campus solution delivers high reliability, providing redundancy and resiliency to help ensure business continuity. Since the Avaya solution has been installed there have been no service interruptions.

*“With our older system, we always faced the risk of system failure,” Yamashita said. “Now we have experienced uninterrupted service. This is extremely critical in our ability to provide the high level of service that our guests expect.”*

- **Cost savings, investment protection, and scalability.** The Avaya solution enabled Halekulani Corporation to leverage its existing messaging system, property management system, and cabling, plus existing equipment in the guest rooms. Savings are an estimated at \$1.25 million.

At the same time, the company has a strong, open standards platform that will enable them to deploy advanced applications in the future.

- **Interconnectivity.** The network architecture enables Halekulani to deploy applications to users across all locations. The sites can share a common directory and ease of management, whereby many maintenance and MAC functions can be performed remotely. Redundancy and resiliency among the sites support the critical requirements of business continuity.
- **Call center efficiency and flexibility.** Avaya Call Center delivers Automatic Call Distribution (ACD) technology, which provides Halekulani with the flexibility to create optimum load balancing and work handling guidelines for their call centers. In the future, the company plans to merge the contact centers of the two hotels. According to Yamashita, *“Consolidating our two existing call centers can result in higher productivity, lower staff headcount, and increased service levels through more hours of coverage and enhanced focus on converting reservation inquiries to actual bookings.”*
- **Productivity enhancements.** In the fast-paced hotel business, corporate office staff members benefit from mobility features that enable them to become “unchained” from their desks. With Plantronics Bluetooth headsets, they can move around their office environment comfortably while taking calls. They can forward calls to their cell phones via Extension to Cellular – a feature that even provides office caller ID so that individuals can know who the caller



is before they answer. When calls cannot be taken immediately, voice mail picks up messages.

*“Extension to cellular has really boosted the productivity of corporate office staff who frequently travel to and from the hotel sites. It allows them to stay on top of critical matters at all times,” Yamashita stated.*

Productivity is further enhanced by the Avaya 9640 IP Deskphones, which provide superior audio quality and an easy-to-read graphical display. Contextual prompts speed the process of navigating the interface. Critical functions such as call transfer, conferencing, and forwarding are easy to execute.

Yamashita concluded, *“Before deploying our new Avaya telecommunications solution, we faced impossible hurdles to achieving greater efficiency and enhanced customer service. Now we have a solution that gives us high reliability and the ability to deploy all of the advanced features we feel are necessary to deliver the outstanding service that our guests expect.”*

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on Resource Library at [www.avaya.com](http://www.avaya.com).

All statements in this Case Study were made by Glenn Yamashita, CFO, Halekulani Corp.

## Systems and Applications

- Avaya Communication Manager
- S8720 and S8300 Servers
- Avaya G650 and G350 Media Gateways
- Avaya Call Center
- Basic Call Management Reporting (BCMR)
- Avaya 9640 IP Deskphones (corporate office)
- Avaya 2420 and 2410 Digital Deskphones
- Plantronics® Bluetooth wireless mobile headsets
- Extension to Cellular



## About Halekulani Corporation

Halekulani Corporation is currently comprised of two primary assets in the heart of Waikiki. Founded in 1980, Halekulani Corporation is a wholly-owned subsidiary of Mitsui Fudosan Co. Ltd., Japan's largest real estate company which enjoys a unique and venerated company legacy dating back generations. Together, these two well-established and recognized hospitality properties comprise Hotels & Resorts of Halekulani. Both hotels boast superb reputations as internationally-recognized luxury hospitality establishments with many years of service and support to their guests, employees and surrounding community. Halekulani Corporation completely redeveloped the legendary Halekulani in the early 1980s, and directly manages both hotels. The company is headquartered in the heart of Waikiki. Contact [www.halekulani.com](http://www.halekulani.com); [www.waikikiparc.com](http://www.waikikiparc.com); [www.halekulanicorporation.com](http://www.halekulanicorporation.com).

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

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