Challenges

- Need for a scalable solution
- Need for hospitality-centric Communication Manager
- Need for unified solution that can connect with other systems

Benefits

- Central management
- Central call metering system allows to monitor calls made from the rooms
- Ability to control Internet usage helps in offering a secure internet connection

The Bella Vista Achieves Scalability with Avaya

The Bella Vista believes a good boutique hotel must be different, not offer the same old standardized experience. The five-star hotel in Panchkula provides world class hospitality to its clients and is an early adopter of IT and communication technologies. It has installed Avaya Communications Manager in its facility to seamlessly connect guests and workforce.

Company Profile

The Bella Vista hotel is Chandigarh-Panchkula's newest, and probably most distinctive boutique hotel. It has nine swimming pools, spectacular mountain views and rooms including some uber-luxurious suites with private pools.

The Bella Vista believes a boutique hotel of its standing must be different, not just be a part of the norm. Most of all, it believes that a good hotel isn't just about how you feel about the place; it's about how

> *"We've gone with a Communications Manager from Avaya, which provides us with a hospitality-centric solution. Things that we needed in the communications manager were scalability and a unified solution. Instead of going to various vendors for different solutions, we wanted one vendor to offer all the services. Our communications platform comprises of PRI, ISDN and analog lines—all this is unified under the Avaya Communication Manager,"*
>
> *Jaskirat Singh Nagra, VP, The Bella Vista.*

you feel about yourself when you are in that place.

The hotel is an exemplary property designed to give customers a Mediterranean feeling through its design, services and unique selling points for the customer. Bella Vista in Italian means beautiful view and the property provides a great vista of the Shivalik mountains.

Challenges Faced

The Bella Vista was looking for a communication system that could "give comfort to its customers." The system should help customers who look forward to using telephony or Internet. The new communication system that the hotel required, needed to integrate with the system that was already in use.

After evaluating several solution options, The Bella Vista decided to deploy Avaya's Communication Manager 3800. "We've gone with a Communications Manager from Avaya, which provides us with a hospitality-centric solution. Things that we needed in the communications manager were scalability and a unified solution. Instead of going to various vendors for different solutions, we wanted one vendor to offer all the services. Our communications platform comprises of PRI, ISDN and analog lines—all this is unified under the Avaya Communication Manager," said Jaskirat Singh Nagra, VP, The Bella Vista.

The Communications Manager that the hotel implemented is Avaya 3800 with a gateway that helps the property connect 100 analog lines and 30 ISDN and PRI nodes. The system allows The Bella Vista to monitor the telephony usage in the rooms—the metering system allows them to monitor calls. The platform also allows the hotel to control the Internet usage and ensures secure connection. The Avaya system combines the solution with The Bella Vista's Property Management System, giving them an integrated system. This provides the hotel a single platform to work on, making things much simpler to use.

Reasons for Selecting Avaya

One of the key reasons for choosing Avaya was the hospitality-centric solution that it had, according to Mr. Nagra, "Many companies offer communications manager but the particular model that we evaluated from Avaya was very hospitality-focused. We were looking for a scalable solution because though right now we are using only for our hospitality business, we intend to later integrate it with our retail business," he explained.

The Benefits

The analog phones in the hotel are replaced by digital phones. The guests staying in the hotel can use the same phone for accessing data and making voice calls. If required, guests can make conference calls

among themselves by using the hotel phones. Similarly, the Avaya Communication Manager has helped the hotel staff to serve guests better. They can receive multiple calls simultaneously. Wake up calls are now automated. Facilities like Caller Line Identification has helped them to provide personal service to the guests, even when they call from their pre-registered mobile number with the hotel. Avaya Communication Manager has made life easier for the administration staff as it is easy to monitor the new communications system with various automated features. The staff can now focus on providing quality service and world class experience to the guests.

Avaya Communication Manager at The Bella Vista has

- Avaya S8300 Server with 450 Gateway equipped with 100 Analog Stations
- IP Stations
- 30 ISDN PRI Channels
- 4 CO Trunks
- Call Billing System
- Property Management System

The Way Ahead

Happy with the implementation, The Bella Vista is looking at expanding the solution to increase more capabilities. "We would like to maintain the ability of the client to seamlessly communicate from anywhere in the hotel, through WiFi or through plugins, so that they find the connectivity at par with the best across the globe. We are considering Avaya Flare and AuroBlast solutions for video telephony. In the coming years, we would be looking forward to integrating those solutions into our existing communications manager," Nagra opined.

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.

avaya.com | 3