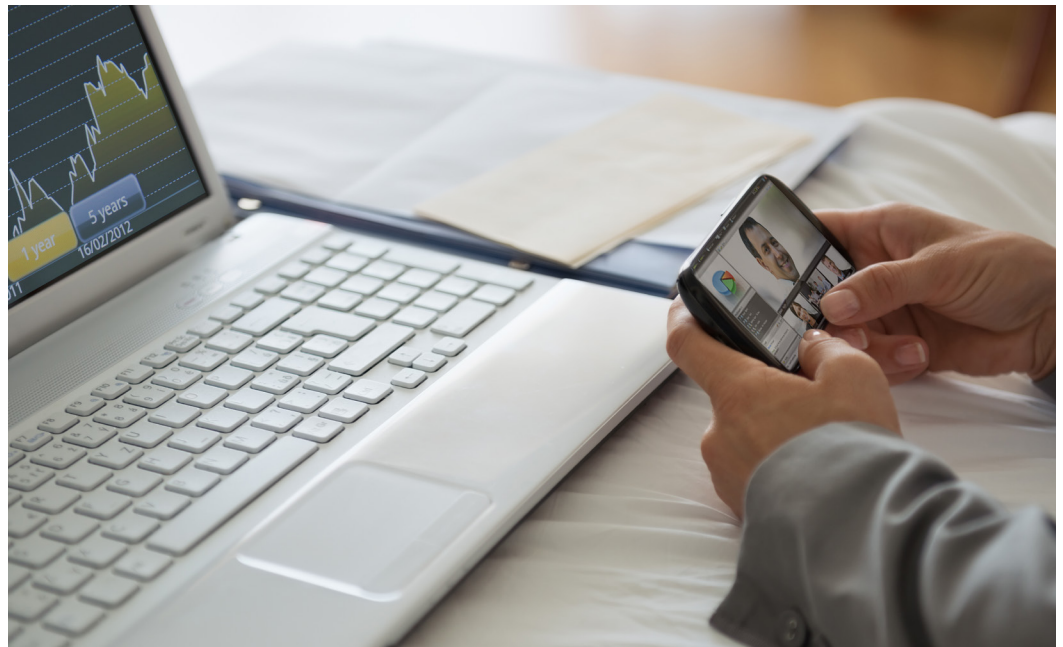




The Power of We™

Hospitality Overview

Create the connected guest experience



Creating the hotel of the future—today

Integrated solutions for your hospitality challenges

What do today's hotel guests want?

Whether traveling for business or pleasure, hotel guests expectations have changed. Gone are the days when clean sheets and a well-stocked minibar made for a successful stay and a satisfied customer—and when in-room phone charges, pay-per-view TV, and WiFi access could be counted on as reliable revenue streams.

Now, guests want to take a virtual tour of your hotel and reserve a room online. They demand free WiFi with always-on access to the Internet, entertainment, services, and social media. They expect fast, effective responses to their problems and questions. And now that they're bringing their own cell phones and smartphones, the in-room phone is fast becoming a relic of an earlier era.

Today's hotel guests want more from their stay, and if they aren't satisfied, they'll share their disappointment with the world via social media ... and choose one of your competitors for their next trip.

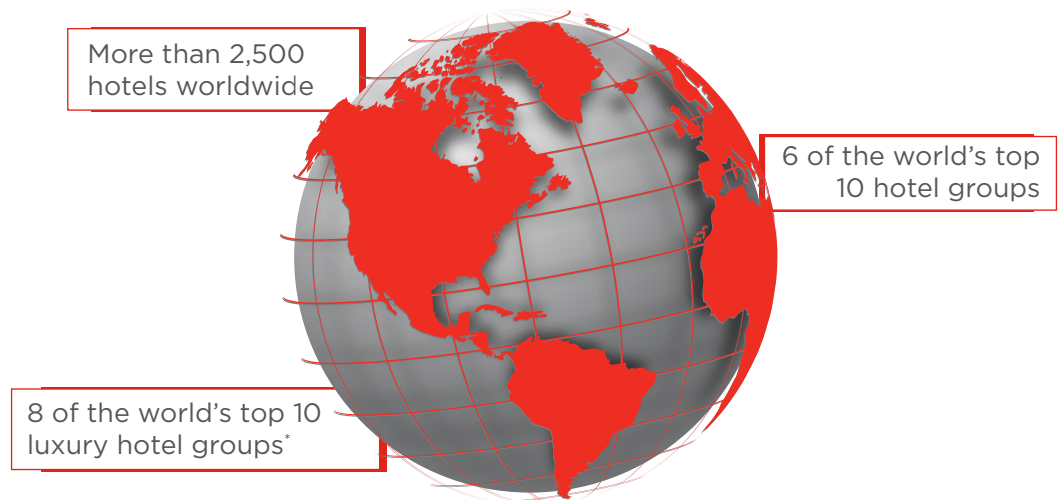
Avaya communications solutions can give you a competitive edge.

Whether you manage a comfort-level property or a luxury hotel, Avaya's customized, integrated solutions can help you provide each guest with a memorable, enjoyable experience from the time they begin to plan their trip until long after checkout.

Avaya solutions for the hospitality industry can help you:

- **Increase guest satisfaction and loyalty**, resulting in positive social media reviews and repeat visits.
- **Increase revenue** through higher occupancy rates and new revenue streams, such as in-room advertising and sales of fee-based amenities and business services.
- **Reduce costs** by enhancing network performance and eliminating the need to rip and replace your current systems and applications.
- **Improve performance** by enhancing staff productivity and efficiency.

Avaya provides solutions for...



* Avaya data 2013

Avaya Guest Assist

Want to give your guests instant access to your hotel’s services, staff, and latest promotions? Avaya Guest Assist is a versatile solution that provides a single portal connecting your guests to all your hotel has to offer—and enhancing their stay in new and exciting ways. Your guests can download the app to their iOS or Android smartphone or tablet, or you can consider offering a VIP experience with an in-room device.

Avaya Aura® Platform, IP office

If you manage one or more large hotels or midsize properties, the Avaya Aura® communications platform is the ideal solution for unified communications (UC), on-demand collaboration, and powerful customer service and contact center capabilities. For your telephony needs, Avaya IP Office provides the most cost-effective solution in the industry for properties with fewer than 1,000 rooms.

Customer Experience Management Solutions

How your front desk and contact center staff manage guest communications can make the difference between loyal customers and missed opportunities. Avaya contact center solutions provide reliable, scalable applications for managing communications into, out of, and within your hotel. Whether you need video, voice, email, fax, Web, and instant messaging capabilities or sophisticated computer telephony integration and social media tools, Avaya can customize the optimal solution for your business.

Data Networking Solution

Avaya provides some of the highest-quality, highest-availability voice communications available for your hotel. Why not extend those capabilities by deploying them on Avaya data networks? Avaya offers proven data infrastructure for guest Internet access, WiFi, and back-office applications. Discover why hoteliers around the world are taking advantage of using one infrastructure for both voice and data communications.

Avaya Mobility Solution

In an economy that encourages lean operations, your staff needs to be highly mobile, yet readily available. Avaya can help you achieve both objectives. With Avaya’s mobility solution, your hotel can extend UC capabilities to staff mobile devices so they never miss a call—and you can reduce mobile phone expenses, provide more secure mobile access, and connect your team to corporate resources.

Integration with Property Management Systems (PMS)

Property management systems are increasingly important in the hospitality industry, largely due to the rapid growth of online booking. Because Avaya’s communications systems are IP-based, they can connect to your PMS seamlessly through Avaya’s customized hospitality solution.

Cloud Solutions

Hotels of all sizes are discovering the flexible, frictionless infrastructure that a private, public, or hybrid cloud provides. Traditional communications infrastructures serve a key purpose, but usually involve upfront costs and may lack the flexibility to support seasonal spikes in business. When you transition to a cloud-friendly option (hosted or on-premises) from Avaya, you can overcome these challenges and increase your ROI.

Learn more

To learn more about how Avaya can help you provide your customers with a memorable, enjoyable experience at every stage of the guest cycle—while increasing revenue, reducing costs, and improving performance—contact your Avaya account manager or authorized business partner.

Visit avaya.com/hospitality for more information and resources for the hospitality industry.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service, and competitiveness. For more information, please visit avaya.com.



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