



Value Created

- Avaya's systems will support future growth and support the addition of more hospitality applications.
- Managed hotels to leverage flexible, scalable, next generation technologies that keep up with their needs as they expand across the Middle East and Africa region.
- New properties consists of an assorted portfolio of products that ensures seven times more resiliency, is 40% more energy efficient, and costs up to 50% less.

Majid Al Futtaim Properties' Hospitality Business Leverage Avaya's Next-Gen Technology to Support Unsurpassed Guest Experience

Challenge

Majid Al Futtaim Properties' hospitality business focuses on the development, and also to build a strong IP telephony system that allows them to deliver quality voice at an attractive cost. IP telephony is reliable, scalable, and easy to manage. Majid Al Futtaim Properties using Avaya IP Telephony will improve communications and increase productivity. Majid Al Futtaim will always be able to implement new product or features to the Avaya IP telephony system.

Solution

Majid Al Futtaim Properties selected Avaya as its communications partner for its newest hotels in the region; the Kempinski Bahrain and the Pullman Dubai. The

deal strengthens the existing relationship between Majid Al Futtaim Properties and Avaya who has outfitted the company's six hotels with cutting-edge communications solutions across the region over seven years.

Majid Al Futtaim Properties offers business and leisure travelers a wide selection of hotels and resorts across the region with brands including the Pullman, Kempinski, Novotel and Ibis Hotels. Avaya's systems will support future growth and support the addition of more hospitality applications.

Avaya's solutions allows MAFP managed hotels to leverage flexible, scalable, next generation technologies that keep up with their needs as they expand across the Middle East and Africa region. Avaya has outfitted 481 rooms at the Pullman Dubai, and 460 rooms at the Kempinski Bahrain

with sleek, state-of-the-art phones for an enhanced communications experience, and IP Phone solutions for the staff to ensure mobility and availability. Avaya's Data Networking Solutions for the new properties consists of an assorted portfolio of products that ensures seven times more resiliency, is 40% more energy efficient, and costs up to 50% less.

At the heart of the system is Avaya's fully redundant 8600 and 8300 Ethernet Routing Switch, a resilient, flexible, and scalable solution delivering network virtualization, exceptional value per port, and one of the Industry's highest 10G Ethernet densities per module and rack. Backing up the 8600 series is Avaya's ERS 4500 that will help bring together major forms of communication – data, voice and video – onto a single infrastructure to deliver the functionality that makes the convergence of these technologies simple.

Avaya Data Networking range provides Majid Al Futtaim Properties with the same advanced enterprise-class reliability, performance, and security that our hospitality customers throughout the world depend on to run their businesses. Avaya solutions are streamlined to better

utilize and manage networking resources, which can uniquely deliver both mission critical dependability and superior return on investment. One of the key reasons Majid Al Futtaim Properties selected Avaya is due to the ability to implement solutions that incorporate a wide-range of technologies - including resilient data solutions and voice systems ranging from analogue to high-end IP telephony -- that meet the varied demands of managed brands and properties.

The Middle East's first Pullman hotel is located at the Mall of the Emirates – Dubai, UAE, comprising 481 rooms, of which 94 are suites all equipped with modern luxurious amenities, expertly designed to provide functional spaces for both relaxation and work. Pullman is a brand that has long been associated with sophisticated business frequent travelers and tourists, and has maintained a reputation of innovation and comfort in a highly demanding market. The Kempinski Hotel City Centre Bahrain will have 460 luxuriously appointed rooms and suites, including a 1,000 sqm day spa, which will feature a sauna and hamam, a large outdoor pool and an extensive sundeck.

APPLICATIONS

- resilient, flexible, and scalable solution
- bring together major forms of communication - data, voice and video

SYSTEMS

- 8600 and 8300 Ethernet Routing Switch
- 10G Ethernet densities per module and rack
- ERS 4500

SERVICES

- Implementing services

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 <http://www.avaya.com/emea/>

ABOUT MAJID AL FUTTAIM PROPERTIES

Majid Al Futtaim Properties is the development of Shopping Malls, Hotels and Mixed-use Communities across the region. With an ambitious growth strategy the company has been able to build and maintain a leading position in shopping malls throughout the Middle East and North Africa. Welcoming over 107 million customers a year, Majid Al Futtaim Properties is continually seeking new opportunities for expansion into countries across the region. <http://www.majidalfuttaim.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.