

Asian Hospitality excels in Dynamic Dubai,  
thanks to superb technology

# Dusit Thani Dubai



## Customer

- Dusit Thani, Dubai, UAE

## Industry

- Hospitality

## Challenges

- Enhance Guest Experience
- Increase efficiency
- Lower TCO

## Solution

Integrated NEC Smart Hospitality Solution, consisting of:

- UNIVERGE® SV9500 IP communications server, with
  - 550 analog extensions
  - 135 IP extensions
  - 2 ISDN PRI
  - 24 analog trunks
  - 3 BCT Operators, as Operator Console for enhanced guest-service
  - UM4730 Unified Messaging, for guest- and staff voicemail, wake-up- and other hospitality functions (i.e minibar bookings)
  - Tiger Middleware-iCharge PRO, for a two-way interface with Opera
    - > Name transfer
    - > Call charging
- NEC Express5800 servers, to run the NEC Hospitality Communication Applications

## Results and derived benefits

- Shortened response times to guest requests, increased guest satisfaction
- Increased efficiency
- Lower TCO
- One-stop shop – all communications solutions coming from one vendor, via one NEC certified hospitality partner

[www.dusit.com/dusitthani/dubai/](http://www.dusit.com/dusitthani/dubai/)

“It’s thanks to NEC’s in-depth knowledge of the hotel industry, its dedicated team and their huge experience with communications systems in 5-star hotels that we decided to replace our current system with NEC’s Hospitality Communications Solution. In NEC and their certified Hospitality Partner in the UAE, AI Rostamani Communications LLC, we found the trusted partners we were looking for.”

*Mr. Bertram Shajiev, Director Information Technology,  
Dusit Thani Dubai*

## Challenges

The Dusit Thani Dubai hotel’s existing communication system was based on dated technology and did not offer integration with latest available solutions. The separate sub-systems were very inefficient to manage and resulted in high operating costs. Furthermore, some of the sub-systems of the communication solution had been provided and installed by different suppliers, resulting in unclarity as to ownership and responsibility.

To enhance the guest experience, increase efficiency and drive profits, Dusit Thani Dubai was in need of a system based on state-of-the-art technology and including applications which integrate staff-communication, guest-communication, operator and guest-services and management in one platform.

This new solution should all come from one vendor and technology partner, supported by one trustworthy local partner in the UAE.



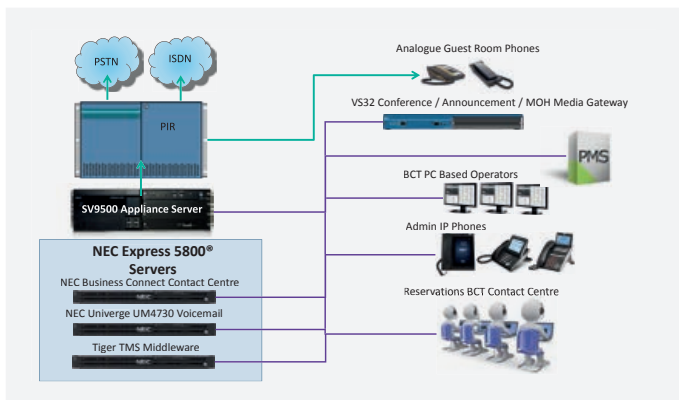
## Solution

After thorough investigation Dusit Thani Dubai opted for an NEC Hospitality Communications Solution provided by NEC's certified Hospitality Partner in the UAE, Al Rostamani Communications LLC.

The implemented IP communications server comprises a full range of sophisticated communications and management solutions, to enhance the guest experience, increase hotel staff efficiency and drive profits.

Service to guests is optimised by deploying NEC's Operator Solution, Business Connect, which is seamlessly integrated with the PMS system of the Hotel (Opera).

IP terminals are used by staff at the front- and back-office, while the guest rooms are equipped with Teledex terminals. All the NEC communication applications are installed on NEC smart IT components; NEC Express5800 servers.



In combination with the right product, delivery, installation and local support are at least as important to a successful implementation. This makes NEC and Al Rostamani Communications LLC, the certified hospitality partner of NEC for the UAE region, a very powerful combination.

## Results

The benefits of an integrated communications solution throughout the entire hotel are clear for both employees and guests. Guests are better served thanks to shortened response times, while the increased efficiency of the staff has led to lower costs for the hotel.

The fact that both the networking elements (IP-PBX) as well as the IT components (INTEL based servers) stem from one and the same

vendor (NEC Enterprise Solutions) and are provided via one partner (Al Rostamani Communications LLC), adds transparency and trust to the entire installation.

As Bertram Shajiev, Director Information Technology, of Dusit Thani Dubai explains: "It's thanks to NEC's in-depth knowledge of the hotel industry, its dedicated team and their huge experience with communications systems in 5-star hotels that we decided to replace our current system with NEC's Hospitality Communications Solution. In NEC and their certified Hospitality Partner in the UAE, Al Rostamani

Communications LLC, we found the trusted partners we were looking for.



The fact that this solution truly is an ENTERPRISE Solution (Smart Networking and Smart IT), coming from 'one hand', adds significant value to this critical element in our hotel".

## About

Dusit Thani Dubai is an iconic 5-star luxury hotel that captures the essence of Thailand in the vibrant centre of the cosmopolitan city of Dubai, the jewel of the UAE.

The hotel is strategically located just five minutes from Dubai's main business hub, within walking distance from the nearest metro station and just 15 minutes from the airport. In addition, the world's tallest building, the Burj Khalifa, and the world's largest shopping mall, The Dubai Mall, are just a short walk from Dusit Thani.

The hotel provides complimentary scheduled pick-up and drop-offs to these and other nearby attractions, including the Dubai International Financial Centre and major shopping malls.

Guests can enjoy jaw-dropping views of Dubai's futuristic skyline while relaxing in the comfort of Thai elegance and grandeur in one of the hotel's fully-renovated luxurious rooms or suites. They can sample thoughtfully prepared dishes inspired by flavours spanning the globe at one of the hotel's seven dining and entertainment outlets, have a pampering and revitalizing spa treatment at Namm Spa or soak away their cares in the hotel's amazing rooftop pool.

It is the first hotel in the Gulf States to earn EarthCheck Gold Certification ([www.earthcheck.org](http://www.earthcheck.org)), a global recognition for its commendable and high standard of sustainable efforts and green initiatives.

For further information please contact your local NEC representative or:

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