



» Siemens Hotel Solutions «

HiPath – Total Business Communications
www.siemens.com.cn/sbcs

SIEMENS

» Siemens is a global leader in information and communication technologies «

The combination of industry expertise, innovative solutions, product availability, project coordination, system integration and excellent after-sales service allows Siemens to provide consistent turnkey solutions to the hospitality industry on a global basis.

Market Trend in the Hotel Industry

The hospitality industry service is gradually globalized. The effects of the booming tourism industry and rapid technology changes have led to the requirement for a wider spread of services, and for them to standardize across locations. The competitive hospitality industry is continuously being challenged to stay in step with the needs of today's demanding corporate and leisure travelers. Travelers expect impeccable, fast and reliable guest services. Savvy, time-pressed business travelers expect leading edge communication and other business services in their rooms, the conference facilities and public areas like lobby and lounges. On the other hand, the international hotelier is striving to establish and grow a consistent global brand positioning, which is crucial in achieving a rewarding brand value. Developing new customers and keeping customers' loyalty have become a crucial factor for the business development of hospitality industry.

Challenges for Communication Solutions in Hotels

Due to market pressure, hoteliers put forth a series of new demands for hospitality industry solutions. Continual development of new customized business applications and uniform back office management so as to achieve the objective of improving the service quality for hotel guests has become the concern of hoteliers. The integration and interconnection of different systems raise higher requirements for total solution provider.

Siemens Provides You with Total Hotel Solutions

Siemens is a global leader in information and communication technologies. Siemens is a system integrator and turnkey solution provider for the planning, implementation and management of all IT and communications equipment in the hotel environment. Siemens has sales offices in 190 countries by supplying a global contact point for major hotel chains in the world. The combination of our in-depth hotel industry know-how, a complete product and service portfolio as well as extensive system integration capabilities allows Siemens to provide consistent turnkey solutions on a global basis.



» Customer Benefits «

Siemens hotel solutions focus on the delivery of comprehensive services to the guests as well as the optimization of the business processes within the hotel. Our hotel solutions are based on a highly reliable and secure communication infrastructure for voice, data and multimedia services

Guest Benefits

Guest satisfaction and increasing guest loyalty are the corner stones on which the Siemens hotel solutions are built. The guest can enjoy a wide range of services in his/her room as well as in other common areas of the hotel:

Guest Room:

- » Voice services
 - IDD, NDD, Local, Internal
 - Auto Wake Up
 - DND (Do No Disturb)
 - Voice Mailbox
- » Data services
 - Broadband Internet Access (include wired and wireless LAN)
 - Hotspot Internet Access
 - Information service through multi-terminals (TV, Telephone)
 - Weather forecast
 - Billing query
 - Tour info
 - Other customized guest info
- » Multimedia services
 - Video On Demand
 - EPG (Electric Program Guide)
 - Broadcasting TV
 - Video Info Service

Besides the guest room, the guests can also enjoy true mobility in the entire hotel area, for both voice and data services

Support of Hotel Business Processes

In order to provide the highest levels of guest satisfaction, the hotel must ensure a smooth running 24-hours business operation. Our Siemens hotel solutions are designed together with international top-class hotel groups and are tailored to support even the most demanding hotel business processes.

- » Centralized Administration
 - Room Service
 - Check In/Out
 - DND, Message set/resetting
 - Wakeup set/resetting
 - Room call barring set/resetting
 - Billing Service
 - Mini Bar Billing
 - Internet Service Billing
- » Guest Service & Service Performance Management
 - Room Reservation
 - Enhanced Attendant Console
 - Service Dispatch & Tracking
 - Room Status Update
- » Management Reporting
 - CDR (Call Detailed Record) Statistic
 - Service Tracking
 - Guest Consumption Statistic

Reliable and Secure Communication Infrastructure

The wide variety of guest services, mobility, the 24-hours business operation in the hotel and the seasonality of the hotel business require a communication infrastructure that meets the highest demand in the industry. Siemens hotel solutions are built on such infrastructure. Our HiPath converged communication solutions for voice and data are reliable, secure and scalable, and cover all dimensions of communication: voice, data, wired and wireless.



» Product Portfolio «

Siemens develops unique solution and services for hospitality market. Siemens HiPath hotel solutions are powerful hospitality products, which combine the advanced, real-time communication functionality of HiPath IP communication systems with the hotel service application system that can connect to leading 3rd-party property management systems (PMS).

Siemens provides you with the total solution:

- › Most comprehensive communication solution portfolio for hospitality market;
- › Turnkey solutions in IT, communications and building technologies;
- › Complete integration services from a single source;
- › Seamlessly integrated 3rd parties solution.

Hotel Multifunctional Attendant Console

Siemens hospitality multifunctional attendant console is a PC-based and "High-end" console, which can access intelligent database, thus providing quick, efficient routing, flexible call priority, parallel call display, call waiting and incoming calls including multiple queuing capabilities.

The system provides the other departments of the company with call overflow function during peak hours, thus improving the quality of guest services.

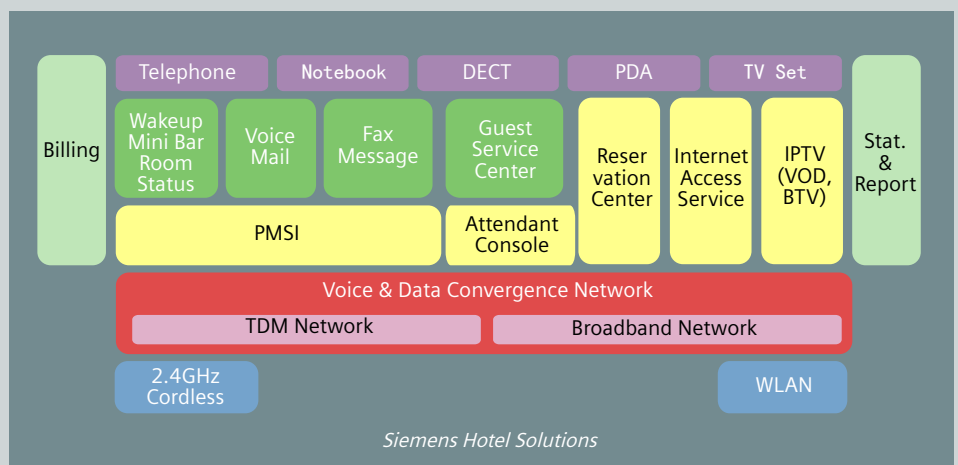
Through enhanced software modules, operator console realizes a series of hospitality functions and services, including check-in, check-out, DND (Do Not Disturb) setting/resetting, message waiting setting/resetting, wake-

up call setting/resetting, room call barring setting/resetting, VIP status display, guest information display, room status display, service level conversion and SMS sending to HiPath digital telephones and HiPath Cordless telephones. Enhanced modules also provide console statistics so as to increase the working efficiency of operators.



In addition, the multifunctional operator console also includes a special module, i.e. ACWIN POPUP. Where there are incoming calls, this module displays guest's name, room number, service level and other relevant information, which enable the operator to provide more and better guest services.

The multifunctional attendant console supports both Chinese and English, which makes it an ideal solution for both international and national hotels.





Hotel Wireless Solution

Unlimited mobility for both guests and hotel service staff is becoming a pre-requisite for best-in-class hotels. Guests don't want to be limited anymore by the physical boundaries of their room or the business center; they want to have access to multimedia services at any place at any time. On the other side, in order to provide world-class guest service, the hotel staff needs continuous access to the core hotel guest service fulfillment applications at any location within the hotel premises.

Siemens provides two wireless solutions. HiPath WLAN solution provides converged voice / data services on the single wireless infrastructure, ideal for hotels that need wireless access to both voice and data. Siemens also provides a cost-optimized solution for hotels that only have a need for wireless voice.

WLAN Voice & Data Convergence Solution

Siemens WLAN is the ideal solution for hotels that want a single wireless infrastructure for both voice and data applications. Integrated, vertical solutions give employees permanent access to centrally provided data and unimpeded mobility throughout the site through uninterrupted relaying.

Seamless roaming

- › Rapid transmission of seamless speech and data access throughout the whole hotel;
- › Rapid roaming enables a mobile user to be relayed to the nearest access point within just a few milliseconds.

Security - wireless alongside fixed-line situations

- › Uncompromising security - integration into existing company security systems;
- › The latest security mechanisms such as WPA and IEEE 802.11i prevent unauthorized access.

Scalability

- › Simplifies company development, with dynamic adaptation options for a growing number of access points and mobile users.

Failover capability - core to edge

- › High availability with a self-healing topology

Plug 'n'play functionality

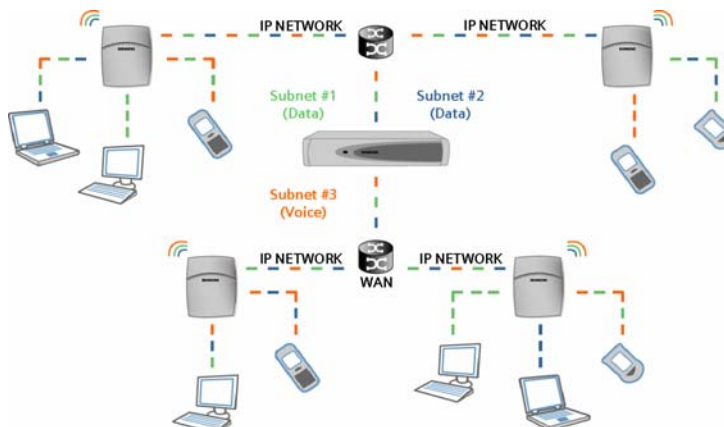
- › A manageable network with automatic configuration.

High-performance

- › Controllers operate at the speed of wired solutions.

2.4GHz Cordless Voice Solution

Siemens offers a cost-optimized wireless solution for hotel that only wants voice mobility. It is based on 2.4GHz free-frequency band technology, which is the only approved frequency band for cordless enterprise applications in China. The 2.4GHz Cordless System is an adjunct system that connects to a wide range of telephone systems via ISDN or analogue interface. The 2.4GHz Cordless System provides a wireless extension of desktop telephone, making it the ideal solution for staying in touch around the hotel, manufacturing plant, hospital or campus environment. With access to advanced features such as call waiting, call transfer, caller ID and three-way conferencing, the 2.4GHz Cordless System improves communications and productivity by making you available wherever you go.



Hotel Wireless Solution

Convergence@Work Solution

The majority of hotels today are transitioning from traditional to converged networks. It is essential that businesses deploy solutions that can accommodate existing infrastructures and investments, while providing a foundation for new applications and services as they emerge.

Siemens Convergence@Work helps hoteliers to build a converged infrastructure based on IP, which supports HiPath communication platforms, multimedia hotel applications and all core hotel business applications and processes. Convergence@Work from HiPath ensures the highest level of security and scalability, while optimizing both CAPEX and OPEX.

Hotel Property Management System Interface

As a middleware platform for hotel's value-added services, Hotel Property Management System Interface (PMSI) integrates hotel front office system and HiPath communication platform into a fully automated online application. It not only provides value-added communication services for hotel, but also provides more individualized value-added services based on customer information and by integrating other value-added service modules. The PMSI System provides a transparent path to allow bi-directional communications between the HiPath communication platform and the front office computer.

Hotel Wake-up Call and Voice Confirmation System

The Wake-up Call and Room Status Information system support Auto Wake-up, Minibar Posting and Room Status Update and it is seamlessly integrated with the PMSI System.

Auto Wake-up

Auto Wake-up is an individualized service for hotel guests. Hotel guests can apply for wake-up call service from guest room telephone. Guest room telephone can ring at the time preset by the guest.

Hotel guests can set wake-up calls from the guest room telephone or request the operator to set a wake-up call. Wake-up call can also be initiated from the front office computer terminal. Wake-up call will be announced in the guest's native language. The system constantly checks its internal wake-up order file and automatically calls the guest when the entered wake-up call time has been reached. All wake-up call activities will be logged and details can be viewed from the operator console or front office terminal. All wake-up calls will be reset when the guest checks out.

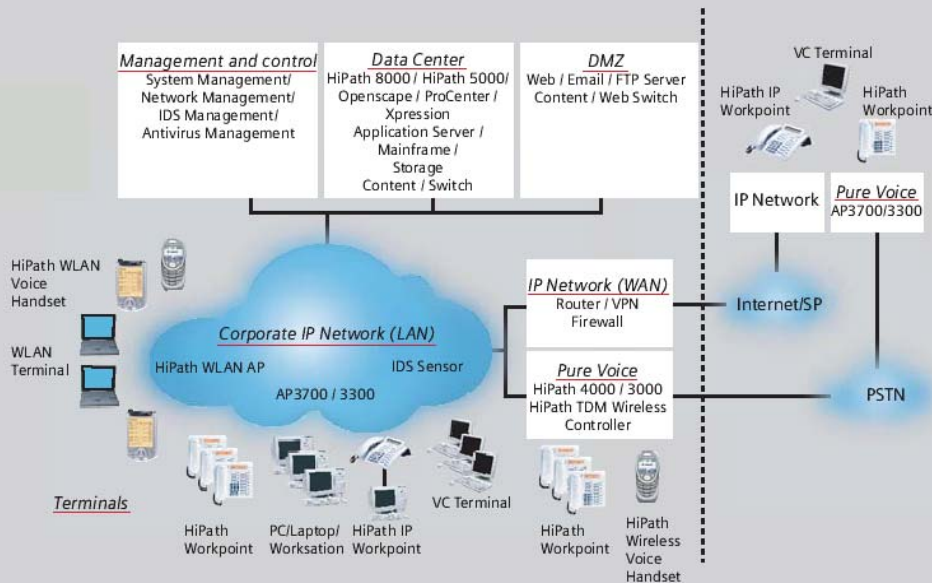
Room Service Update

The maid cleaning the guest room can update the room status information, such as room under cleaning, room cleaned or room out of service, from the guest room telephone. Voice prompt in the maid's native language will guide the maid as the maid enters the individual password. This is to avoid any error in updating the room status data.

MiNi Bar

As a part of guest room service, minibar provides food and beverages for guests. Minibar information service enables the maid to update the use situation of minibar at any time through telephone. The system is able to send consumption to front office guest folio according to the contents and quantity of consumption.

Total IT solution from Siemens to meet any of your requirement in your daily operations





Hotel Voicemail System

Hospitality Voicemail System provides voicemail service for hotel guests. Upon the guest checking in, the hospitality voicemail system allocates a mailbox for the guest. It will also turn on the voice prompt in the guest's native language. When the guest is absent or his telephone is engaged, the system will automatically prompt the caller to select operator to receive the call or use voice mailbox service. Once the caller selects voice mailbox, the system will automatically receive the message and alert the guest through the message waiting lamp on the guest room telephone. The lamp will be automatically reset when the message from the mailbox is cleared. Upon the guest checking out, the mailbox will be de-allocated. Should there be any un-retrieved message, the front office terminal will be alerted and the message can be retrieved from any nearby telephone prior to the guest check-out. Reserve mailbox can also be provided for the regular guest such that messages arriving one day before the guest checks in and one day after the guest checks out can be accommodated.

Hotel Fax Message System

Fax Message System provides fax service for guests. Upon the guest checking in, the Fax-mail server will randomly assign a fax number to the guest room. At the same time, a welcome message will be delivered to the guest room's fax machine. Incoming fax message will be stored in the fax server. A message waiting lamp on the guest telephone will alert the guest on the message. The guest, upon entering the authorized password, can retrieve the message through the telephone. When guest checks out, the fax number will be de-allocated. Un-retrieved message will be alerted on the front office terminal prior to checking out. The hotel fax message system can also provide message reservation service to the regular guest. In such a case, the guest can retrieve the fax message remotely with the authorized password.

Hotel Reservation Center System

Hotel Reservation Center System brings all-round management improvements to hotel reservation service and builds a convenient communication bridge between guests and hotel. Professional hotel reservation center solution will help the hotel identify guest at the fastest time, query guest's lodging history records, know guest's specific information (e.g. service preference, room preference, etc) and provide individualized services, thus improving guest's consumption satisfaction.

The intelligent call routing, VIP priority routing and other features of hotel reservation center system will help the hotel provide more considerate and meticulous services for VIP member guests. Making prioritized hotel services available to the most valuable VIP guests will retain a high number of regular guests, thus increasing the occupancy ratio of hotels.

The reporting functions of hospitality reservation center system help the hotels improve the management level of reservation center and provide the historical call interaction information data between guests and hotels as well as the data on the work performance and service level of reservation center agents. Hotel management can get operation decision information from these data and grasp market opportunity at any time.

Hotel Guest Service Center

Guest service center focuses on optimization of hotel internal process. It enhances service dispatch and monitors the service status real-time. On the other hand, it detects any system alarm or failure inside hotel and notice related person to fix it in time so that there is no guest complaint.

Service Tracking System

The increasing demand for better guest services has brought forward the implementation of a service tracking system to serve all the in-house guests needs and attend to them in a timely and effective manner. The guest can initiate a call from the guest room by dialing the "One" service button on the guest room telephone. Upon receiving the call by the guest service agent, and depending on the request from the guest, a job order will be issued instantaneously with detail to relevant service crew. With the service tracking system server integrated to the mobile communication devices, the service crew will receive a short message immediately. The responsible service staff can then acknowledge the request and the guest will be informed of the status of the request immediately.

Guest information from the front office computer enables the service agent to provide preferential treatment to the guest accordingly.



The hotel can set a standard on the delivery time. Should the service not delivered to the guest within the set time frame, the system will automatically escalate to the next management level for appropriate action?

All incoming calls are captured in a centralized database. Management reports and statistics will be provided to enable the management to take corrective action on critical matters.

Facility Tracking System

By integrating Guest Service Center to the Building Management System, Fire-Life Safety System, Security System and Guestroom Management System, the facility tracking system is able to detect various alarms and building systems failure. This information enables the initiation of fixed short messages to mobile communication devices in alerting the hotel engineering crew and management staff to take appropriate action. It also allows preventive measures to be taken quickly and, if irregularities have already occurred, it enables all work to be carried out in an orderly and reliable manner.

The facility tracking system ensures that all the systems in the hotel are fully functional to avoid guest inconvenience. Reports and statistics are provided for management information and follow-up action.

HiPath WorkPoints & Application Module

The optiPoint family features the industry's most flexible digital telephone with unrivalled adaptability across platforms. Various models with specific features provide the choice for hotels to choose for different applications base on both traditional TDM and IP network. The optiPoint economy with digital display is well suited for hotel service station and hotel front desk for guest name display, one-touch speed dialing and guest room identification. Other models with USB port and optional adaptor can be configured for back office executive telephone, boss-secretary set and reservation office call centre agent set.

Furthermore, an add-on phone module - optiPoint application module provides a colorful touch screen and an integrated alphanumeric keyboard. It offers a personal telephone book and other helpful hotel applications that improve guest convenience. It can provide the capability to export and import of phone book entries from/to PC which benefit to business man. On the other hand, the application module can also provide information service, such as weather forecast, tour guide, bill query service and so on.



» Siemens Hospitality Solution is committed to integrating voice communication service, information data service and multimedia service and providing rich service applications and also based on hotel's various customer service and management systems, delivering a total solution so as to lower hotel's management costs and increasing quality of service and customer satisfaction.



**Siemens - Your Partner in Business
Communications**

Siemens is committed to deliver innovative state-of-the-art solutions to our customers from all over the world. Through our own experience and the various partnerships with other global technology leaders, we are able to set the standards in communication solutions and applications. Solutions which combine innovative technology with investment protection. Solutions that bring value-add to your business and help you to do your business better and more efficient. Your profitability and success is our highest priority.

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