# V/IP-Suite

Cisco Compatible

## The new wave In Telecommunications

Enabled by Internet technology, much of the telecommunications industry is headed towards the total integration of data, voice and video on a single packet-based infrastructure. This integrated architecture makes the most efficient use of communication lines and premises-based equipment.

Cisco Systems, the world's leader in Internet communications equipment, now provides the most advanced platform supporting this integrated architecture. This platform replaces the traditional Private Branch Exchange (PBX) with less expensive and more flexible technology. Called CallManager, this platform provides a seamless hardware and software infrastructure which is totally programmable to achieve unprecedented integrated value-added communications applications. This brochure describes one such application.

## Nevotek V/IP Suite™

Based on the Internet Protocol (IP), the Nevotek V/IP Suite application is a state-of-the-art Property Management System (PMS) gateway for the hospitality market.

V/IP Suite utilizes Cisco's CallManager to

- Integrate a wide range of guest services such as billing, messaging (email, voice mail, fax), Internet access, wake-up, entertainment, room service, and laundry service using Cisco IP display phones from the guest's location
- Reduce operational expenses through integration while increasing hotel revenue by providing value-added guest services
- Seamlessly integrate with several MICROS-PMS (Property Management System) and other UNIX Socket Communications-compliant PMS applications
- Provide a customisable and expandable platform for future growth.

## A New Business Opportunity

Until recently, business travelers and vacation guests alike have been served with traditional and limited hotel services. However, the business traveler, armed with an array of new high technology devices and needs, is demanding more sophisticated information and entertainment services.

Increasing competition in the hospitality business requires increased investment in guest services to satisfy the growing demands of sophisticated travelers. At the same time, traditional revenue generation from in-room telephone service is diminishing due to cell phones.

Now, with V/IP Suite, hospitality businesses have a new opportunity to increase revenues

while increasing guest satisfaction. Because hotels can now offer IP-based differentiated electronic services at attractive costs, hotel operators can cost-effectively

- Increase the service level for guests
- Decrease cost of ownership through increased efficiency
- Migrate from traditional to new IP-based service revenue opportunities
- Change the "IT experience" of hotel guests



## Increased Services

Before V/IP Suite, the guest had available typical hotel services such as

- Wake-up calls
- Voice messaging
- Maid services
- Autodial buttons for hotel services such as reception, operator, laundry, room service, etc.

Also, somewhere inside the hotel room, there would be a printed directory of hotel services. In many cases, there would also be a separate printed menu of room service items along with the prices. There might also be a listing of available TV programs and movies that the guest can order. All of this printed material is expensive and inconvenient to produce and maintain.

The Nevotek V/IP Suite delivers not only traditional services, but also a long list of new services such as:

- An intuitive user interface displayed on a high-resolution color touch screen of the IP telephone
- Instant high-speed Ethernet connection for the guest's PC
- On-line programmable autodial buttons on the telephone display, eliminating paper labels
- Advertisements for and ordering of hotel services using the large phone screens
- Voicemail services through IP-based Interactive Voice Response (IVR) systems
- Easily-updated
  - Services directories
  - Room service menus
  - Entertainment programming
- Integrated messaging that is optionally accessed and displayed using the in-room entertainment system
  - Voice mail
  - Email
  - Fax
- Tailored information using the guest's personal profile
  - On-line weather
  - Headline news
  - Currency rates
  - Stock quotes
  - Horoscope
  - Local maps
  - Yellow pages
  - Targeted advertisements
  - Directory services
    - Frequent contacts
    - Theaters
    - Concerts
    - Restaurants
    - Airlines
    - Sightseeing
    - Consulates
    - Rental car agencies
- The ability to send and receive email messages using the IP phone directly or using a PC
- Reliable, detailed and real-time accounting of all phone usage
- A "Do Not Disturb" mode to avoid cleaning services and telephone ringing

NEVOTEK

"The IP Convergence Company"

CISCO SYSTEMS
Technology
Developer
Partner
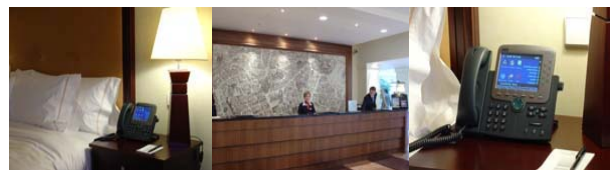
- Direct inward dial calls to the guest's room
- Multi-lingual support; for example, enhanced wake-up and reminder services in the guest's language of choice
- Notification of unanswered wake-up calls to reception
- Meeting room reservations
- Self-service conference calls
- Instant bill and account updates
- In-room heating, ventilation and air conditioning (HVAC) environmental controls using the IP telephone and network
- And much more



## Reduced Costs of Ownership

A significant cost reduction of hotel ownership and operations can be achieved by implementing the Nevotek V/IP Suite using the Cisco CallManager platform. Note that the CallManager telephones are connected using Local Area Networking (LAN) technology. This wiring arrangement allows

- A single cabling infrastructure for voice and data
- Replacement of expensive PBX and IVR equipment with a system using low cost Internet technology
- Elimination of expensive PBX maintenance arrangements which require rewiring to make changes
- Easy administration and call management

- Decreased cost of moves, additions and changes of telephony extensions and features
- System data entry from any hotel telephone for all hotel personnel, including maids as well as back office, reception, restaurant, and security staff
- Centralized security and administration of all hotel telephones
- Integrated billing for traditional and enhanced IP service features

## Migration to New IP-based Service Revenue Models

Using the Nevotek V/IP Suite, it is possible to reverse the recent trend of decreasing hotel telephone revenues caused by the growing popularity of cell phones.

V/IP Suite enables hotel operators to supplement the traditional telephone revenue stream with new ones that capitalize on the versatility and flexibility of an IP-based converged data and voice services environment.

- New revenue streams can be created by allowing outside vendors to advertise using the hotel telephones. For example, guests can order pizza, tickets for the theater, or make restaurant reservations using the in-room telephones. Advertising revenue can be generated on a recurring basis for access to guests.



- It is possible to charge guests on a daily flat rate or usage-sensitive basis for the higher end services, such as

– VIP Services based on the guest's personal profile
– Conference calls
– Meeting room bookings
– High-speed Internet access
– Unified messaging
– Hometown radio
– More
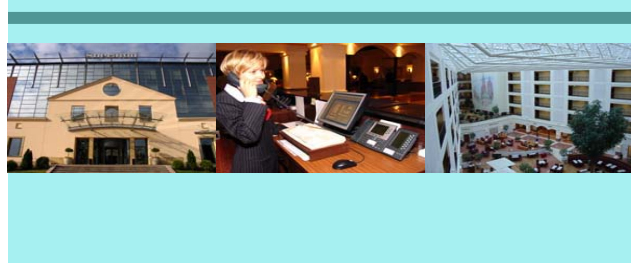
## V/IP Suite Architecture

The Cisco CallManager platform is based on an architecture called the Architecture for Voice, Video and Integrated Data (AVVID) which allows the integration of these three information types at the user level. The practical implication of AVVID is the fact that the Cisco CallManager is a sophisticated open standards-based voice and data call handling system which allows third party developers like Nevotek to create advanced industry-focused applications. Building on the Cisco standards base, Nevotek implemented the V/IP Suite utilizing the latest Open Application Programming Interface (API) standards.

Inherent in the design of the V/IP Suite is the ability to easily customize the various standardized application modules which comprise the architecture. In short, Nevotek can provide customized service profiles for individual customers. As an example, Nevotek can make the following events happen automatically at guest check-in

- Associate the room number, guest name and service class (for example; VIP, tourist, corporate event, etc.) for the purposes of billing and service provisioning
- Enable the telephone in the room and initialize the accounting and billing
- Set up an empty voice-mailbox for each guest
- Compose and initiate an appropriate service menu on the telephone display based on the guest's profile information
- Upon check-in, display a personalized welcome message for the guest on the telephone screen

After check-in, the guest can then use the phone to access hotel services and facilities. Where appropriate, V/IP Suite will initiate billing for the agreed-upon guest services as they are invoked.

## The Bottom Line

Hotels using the Nevotek V/IP Suite have a significant competitive advantage over their rivals in today's highly competitive market. Through a highly scalable, redundant and flexible application with a vast array of customizable guest services, V/IP Suite represents the future of the hospitality industry and is available today.

## Contact Information

**www.nevotek.com**

**North America:**

387 Shuman Blvd., Suite 205W
Naperville, IL 60563
USA
Tel:     +1 630-369-5381
Fax:     +1 630-839-5712
**sales@nevotek-usa.com**

**EMEA and rest of the world:**

Burg. Amersfoordtlaan 82
1171 DR Badhoevedorp
The Netherlands
Tel:     +31 648 31 77 16
Fax:     +31-848-63-59-78

Buyukdere Cad. ITU Campus, Teknokent
34469 Maslak, Istanbul, Turkey
Tel:     +90 212 286 75 76
Fax:     +90 212 286 74 76

**sales@nevotek.com**