

The Swiss(com) Touch

“Hoteliers turn to us to impress their guests but also to optimize their operational cost”

Swisscom is a leading telecommunications provider that specialises in Enterprise Solutions for the global hospitality sector. They combine the profile of a technology innovator – a reputable company with 150 years of market experience, extensive research and development resources – with a clear focus on hospitality. We asked their CEO, Leo Brand, to tell us more about their specific offering in the hotel sector...



Our suite of hotel services draws on Swisscom's experience as a residential service provider in Switzerland and Italy, where we provide more than 300,000 households with “triple play” solutions, and has been completely adapted to the needs of hoteliers and their guests. The result is a truly innovative offering, based on IP convergent technology that enables hoteliers to reduce their operational cost while upgrading their guest services. Beyond cutting-edge technology and unique client proximity, Swisscom offers

hoteliers reliability and financial stability. These are essential qualities for hoteliers deciding about their future technology. With Swisscom, they have a solid partner to build their network infrastructure... and manage all components one-stop.

What are the main drivers for hotels to choose your solutions?

In this highly competitive marketplace, branding and service differentiation are two central elements that are reflected in our continuous product development. At the same time, more and more hoteliers turn to us to optimize the cost of running their business. Can I have one party to manage all my bandwidth needs property-wide including my back-office? Which applications do I really need to keep on property, and which ones can be moved off-site? How many applications can I merge into one infrastructure to get rid of multiple cabling, unnecessary interfaces and separate maintenance schemes? Today's status of un-integrated applications in most hotels creates a major headache for owners and operators, not



Leo Brand CEO, Swisscom Hospitality Services

Leo Brand is the CEO of Swisscom Hospitality Services. He started at Swisscom with the takeover of Megabeam in 2002. He has held various positions at Swisscom Eurospot, first as Managing Director for the Benelux countries, then as Head of the European Business Units. Leo has been the Head of Sales responsible for the EMEA area (Europe, Middle East, Africa) since the beginning of 2007. He was formerly an adviser to Adcore Strategy Ltd and to A. T. Kearney Management Consultants and has worked for KLM Royal Dutch Airlines in different commercial positions.

only in terms of cost and efficiency but also when it comes to keeping pace with the ever faster evolution of technology and guest expectations.

Then how can hoteliers differentiate through technology?

Hotels that do take advantage of IP convergent technologies can easily occupy a first-mover position and reap the benefits. A good example is Dutch hotel chain CitizenM, a budget brand that has won numerous industry awards and that we service as a technology partner and a network manager. One of its keys to success lies in the cost-efficiency of its IT backbone which combines multiple guest services – door locks, room controls, IPTV, music and entertainment, the phone system – into one converged infrastructure.

How does the guest benefit from such an integrated network setup?

A converged network that embeds a wide variety of applications allows hoteliers to reuse customer information in a different context, to personalize the service delivery

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and provide a consistent guest experience. What a pleasant surprise for guests to find their preferences from a previous stay reflected in the room settings and TV channel line-up! Moreover, the seamless interfacing of applications opens up a range of opportunities for hoteliers to design innovative service offerings. At CitizenM Glasgow, for example, guests have one single handheld device – a Philips mood pad –, through which they can program everything from the in room mood lighting and music to live-TV and the free movies-on-demand, alarm clock, window shades, heating and air conditioning. And logically, Swisscom manages not only the hotel's IP infrastructure but also the mood pad in every guest room.

Can you explain Swisscom's network offering in a few sentences?

Our network services offering includes consulting, network build and system integration as well network management.



Departing from a site survey and an analysis of the hotel's application needs, we propose a customized roadmap to IP convergence, and we can illustrate the bottom-line benefits for such an approach. Once the hotel has agreed with us on the roadmap, we can manage it on behalf of the hotel.

Please note that we can also manage all legacy networks in the hotel. This puts us in a position to continuously optimize the existing applications environment and suggest upgrades or new products to help the hotel save money.

What makes Swisscom stand out from its competitors?

Swisscom offers the most qualified IP experienced staff and the best professional toolset. Employing IBM Tivoli, which we have adapted to hotel-specific needs, we are the only hotel industry provider offering an enterprise-grade solution to manage hotel networks. We are now in a position to monitor hundreds of IP applications and many thousand IP devices that are used by either the guests or the hotel, through one single platform that offers the client's requested service levels.



Save up to 25% with Swisscom ConnectedHotel TV

This is the first all-in-one hospitality solution that delivers interactive High Definition television, Video-on-Demand, complete wired and wireless Internet connectivity through one converged network and one TV without a Set-top box. Hoteliers can keep guest rooms free of unnecessary hardware and benefit from a single operator who manages the service all the way from the movie server to the TV screen. ConnectedHotel TV allows hotels, regardless of their network infrastructure – be it Coax, Ethernet or telephone cable, to “plug” into the world of IP television and web-based services. Compared to conventional HD IPTV solutions, they can save up to 25% on their CAPEX during the acquisition and installation of the system and their OPEX thanks to lower maintenance cost and energy consumption by running just on one device in the room.

About Swisscom Hospitality Services

Swisscom Hospitality Services is a leader in converged technology solutions for the global hospitality industry. We provide clients with integrated cost effective communication solutions whilst meeting their guests' unique service needs. Through the hotel networks that we manage, we deliver premium guest services such as IPTV, HSPA, branded portals, business center and conference solutions, and we support 3rd party applications to run on the same networks. Swisscom services some 2,300 partner locations across Europe, Middle East and Africa, as well as North America.

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