Empowered by Innovation

NEC

The Peninsula Shanghai

Customer
- The Hongkong and Shanghai Hotels, Limited

Industry
- Hospitality

Challenges
- Provide a variety of services for guest needs
- Improve staff productivity
- Deploy cutting-edge technologies
- Provide user-friendly technology to enhance the hotel experience for guests

Solution
- IP telephony server, UNIVERGE SV8500
- UNIVERGE Wireless LAN System
- Voice over WLAN handset, UNIVERGE Terminal MH250
- Wireless LAN access points
- IP-compatible fixed line, UNIVERGE IP Phone DT700 series

Results
- Real-time communication between guests and colleagues
- Wireless technology covering 99.9% of the facility
- Increased guest satisfaction
- Maximize the efficiency of workforce
- Stay on top in a highly competitive hospitality market

The Peninsula Shanghai is the ninth property in The Peninsula Hotels' portfolio of luxury hotels, marking the return of The Hongkong and Shanghai Hotels, Limited, Asia's oldest hotel company and the owning company of The Peninsula Hotels, to its original home after an absence of 55 years.

A homage to Shanghai in the 1920s and 1930s, the Art Deco-inspired Peninsula Shanghai recreates the look and feel of this glamorous era when Shanghai was feted as "The Paris of the East," yet also offers the latest in state-of-the-art technology, services and amenities.

The Peninsula Shanghai complex has made NEC its network solutions vendor to create an immediate and lasting impression with guests and other users.

NEC's Unified Communications streamline communications across the property, enriching the whole guest experience with improved service times, personalized assistance and quality communications.

Challenges

This mixed-use project consists of 235 Peninsula guestrooms and suites, high-end retail space, and 39 luxury residential units. Further amenities include five food and beverage outlets, including a jazz lounge, a signature Chinese restaurant, and a rooftop restaurant.

The new hotel also ramps up the brand's technology in order to serve, satisfy and provide guests with easy communications, by keeping hotel staff in constant connection.

The guiding light was The Peninsula Hotels' growing reputation as the world's premier hotel group, demonstrating how easily a communications system can be deployed and adopted.

Long a pioneer and industry leader in innovative hotel and guestroom technology, The Peninsula Hotels' philosophy is to provide intuitive and user-friendly technology to enhance the hotel experience for its guests.

The choice of partner was an important first step for The Peninsula Hotels, and it was vital therefore to identify a communications vendor that could not only provide ahead-of-the-game technology, but ideally one with a proven track record of Peninsula hospitality.

Solution

"We looked around to identify who the major players in the market, both worldwide and particularly in China." says Shane Izaks, General Manager, Information Technology, The Hongkong and Shanghai Hotels, Limited, parent company of The Peninsula Hotels. "We looked at quite a few suppliers around the world including NEC. We then carried out an open bid, and the proposal was best answered by NEC, who came through with all the items we required."

NEC was chosen as The Peninsula's partner because NEC could integrate voice and data with advanced technology, and as NEC has a proven track record of delivering reliable, high-performance solutions for maximum satisfaction to The Peninsula's guests.

Shane Izaks on The Peninsula's collaboration with NEC:
"Once we had selected the core processes and core systems that
we wanted to install, it was all about 'how' we put that solution into place."

Through NEC's UNIVERGE 360 approach to communications which places people at its center, both staff and guest needs are addressed with communications tailored to each individual's role or needs, thus ensuring increased staff productivity and efficiency and guaranteeing that guests have easy access to all the services and amenities that the property offers.

At The Peninsula Shanghai, the final installation was a large-scale collaboration - as the wireless LAN access points needed to be located behind walls and ceilings, the designers and builders worked closely with NEC, validating signal reception floor-by-floor as each story was constructed. When completed, the coverage included guestrooms, hallways, elevators, stairs, lobbies, common floor areas, driveways, and even the pool area.

The new solution is implemented by the IP Telephony server UNIVERGE SV8500, and the UNIVERGE wireless LAN (WLAN) system.

The solution provides the hotel and adjoining residential complex with innovative applications that are fully networked with each other and include comprehensive VoWLAN (Voice over WLAN) coverage throughout 99.9% of the facility, IP telephony and a complete interface between the property management systems and the hotel's Extra Low Voltage (ELV) system.

Moreover, the UNIVERGE SV8500's fully-linked network between the hotel and adjoining residential complex enables both hotel guests and permanent residents to enjoy the hotel's services.

In addition, NEC's VoWLAN handset, the UNIVERGE Terminal MH250, facilitates a broad range of staff to communicate,thus supporting the mobility of staff throughout The Peninsula Shanghai complex and promoting responsiveness to guests' and residents' needs alike.

The Peninsula Hotels' proprietary multiple communications devices are installed in each of the 235 guestrooms, allowing guests to request services or make outgoing calls integrated with the NEC SV8500 IP communications server. Each device is connected to the hotel's integrated network such as an easy-to-operate display telephone and bathroom speakerphone.

Results

By providing innovative communications such as Unified Communications directly to its guests and staff, The Peninsula Shanghai has been able to stay on top in a highly competitive hospitality market.

Hotel guests have personalized services, fast answers, "first call" resolution, and access to advanced communications, while hotel staff enjoy mobility and constant collaboration, keeping them connected and available with front- and back-of-the-house access to information, plus real-time interactions with guests and colleagues.

The NEC solution has allowed the hotel and its staff to satisfy guests, burnish a reputation for excellent service and to maximize the efficiency of its workforce throughout the property.

Technically, the wireless technology that caters to voice, messaging and data in one single network is a home run. "Not many hotels around the world can claim 99.9% wireless coverage. Everywhere. Front of house, back of house, driveway, vicinity around the building and so on. We can," so says Izaks.

About

The Peninsula Shanghai opened in October 2009 as the ninth property in The Peninsula portfolio.

The Peninsula Hotels encompass nine award-winning properties in Hong Kong, Shanghai, Manila, New York, Beijing, Beverly Hills, Bangkok Chicago and Tokyo.

Cat.No. G01-09120005E