

# Sheraton Ufa Hotel



## Customer

- Sheraton Ufa, Russia

## Industry

- Hospitality

## Challenges

- State-of-the-art Hospitality Communication solution
- Integration with hotel's Opera Property Management System
- Optimized staff efficiency
- Fully featured guest room phones
- High-end services for the discerning guests

## Solution

- NEC Hospitality Communication Solution, consisting of;
  - UNIVERGE® SV8300 communication server
  - UM8000 VoiceMail/Unified Messaging solution
  - NEC analogue, digital and WiFi phones
  - Teledex guest room phones
  - Mobicall integrated with Fire alarm management
- Flawless integration with PMS and IT infrastructure
- Connected to a wide variety of wired and wireless phones

## Results

- Integrated communication and management system
- Staff mobility throughout hotel
- Excellent guest & employee satisfaction

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“A state-of-the-art IT infrastructure is essential for any quality hotel these days and tight integration of communications and hospitality applications with the IT network a critical success factor. NEC has done an excellent job in enabling this” – Mr. Jan Willem Roenhoest, General Manager Sheraton Ufa.

## Challenges

The newly built Sheraton Ufa Hotel had the unique opportunity to set up, develop and deploy integrated hospitality IT & Communication solutions in order to serve guests and facilitate staff based on latest available technology and solutions when it opened doors in 2015. Besides providing highest possible guest satisfaction and staff efficiency, challenges were to provide full integration with the hotel's Property Management System and ensure staff are equipped with appropriate communication tools in order to provide excellent guest services. The hotel communication system furthermore had to provide high levels of functionality at low operational costs. All reasons for Sheraton Ufa hotel to select a trusted and experienced partner to propose and implement an advanced Hospitality communication solution.

## Solution

The hotel is equipped with the leading edge IP communications server UNIVERGE® SV8300, as well as with a WiFi mobility communication solution fully integrated with peripheral solutions such as rapid response and fire-alarm systems. To assure flawless communication for guests and staff alike, Sheraton Ufa Hotel was installed with a leading NEC Hospitality Communication Solution, consisting of:

- NEC UNIVERGE® SV8300 IP communication server
- Connection to the guest-rooms, with simple-to-use / feature rich Teledex terminals
- Dedicated reception terminals
- Wifi mobile communications solution (infrastructure, antenna's, terminals)
- Connection to their front-house Property Management System Opera by means of Tiger middleware so that calls can be billed and room-numbers are represented at staff terminals

## Results

NEC's SV8300 is a very powerful communication solution and an ideal basis to provide hotels with an advanced and integrated communication solution. The fully integrated communication platform provides a high level of service and security, while easing management and keeping operational costs to the minimum. The Sheraton Ufa's SV8300 communications platform is fully integrated with the hotel's Opera Property Management System which provides a flawless solution for all operational departments. Mobicall middleware provides integration with the hotel's Fire alarm system.

The benefits of mobile communications throughout the entire hotel are clear for both employees and guests. Service to guests is optimised by deploying a WiFi mobility solution and the UM8000 messaging.

The fully integrated communication platform provides a high level of service, while easing operations keep costs to the minimum. Jan-Willem Roenhorst, General Manager of Sheraton Ufa Hotel, states "We have always been extremely pleased with the high level of quality and the reliability of our NEC Hospitality communications solutions. The Starwood group of hotels has many years of experience with NEC and myself I have deployed NEC systems in other hotels to fullest satisfaction. NEC's Smart Hospitality framework and drive shows NEC is at the forefront of suppliers understanding and addressing the needs of hotel owners, managers and guests. For a busy hotel as ours, that caters to a very international mostly business oriented clientele, we know that we need to offer high standards in technology as well as guest services. 'A state-of-the-art IT infrastructure is essential for any quality hotel these days and tight integration of communications and hospitality applications with the IT network a critical success factor. NEC has done an excellent job in enabling this."

## About

Ufa is the capital city of the Republic of Bashkortostan, Russia, and the industrial, economic, scientific and cultural center of the republic. Bashkortostan is a beautiful republic, known for its fine produce like olives and honey. In the line of sports, ice-hockey and horse-riding are among the population's favourites.

Serving as bridge between Europe and Asia, the increasing business activities of the republic bring many business travelers from Germany, Italy and Spain to Baskortostan.

With a staff of 150 employees, the fully Sheraton branded Sheraton Ufa Hotel offers 161 excellently appointed rooms, modern conference and meeting facilities as well as a spa/massage/fitness area for the discerning guests.

The hotel is located at the heart of Ufa, close to corporate offices and government buildings, in an excellent position for business travelers as well as tourists.



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