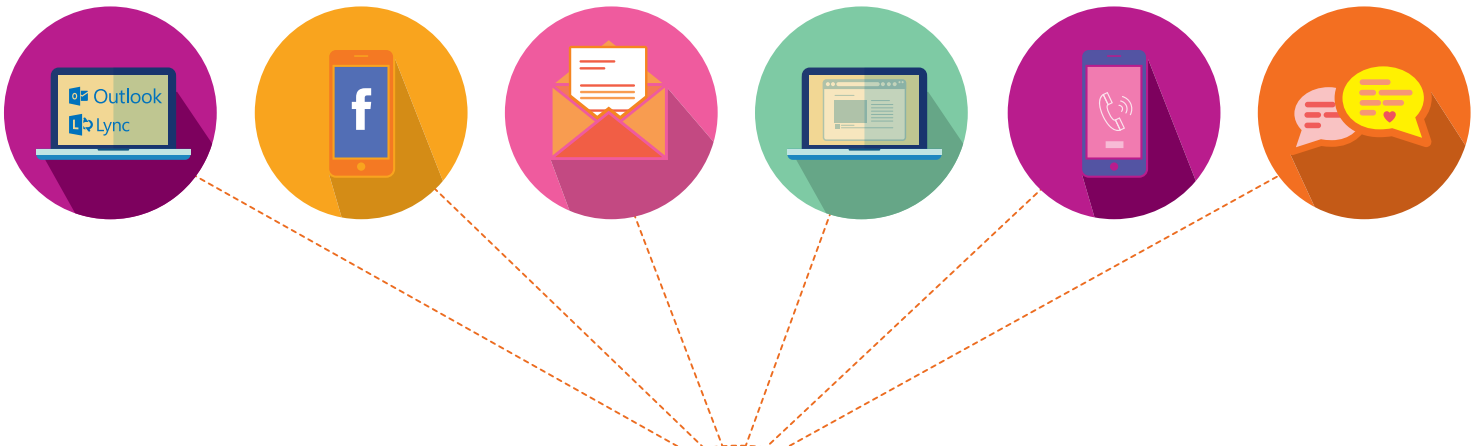


iPECS IN HOSPITALITY

With Ericsson-LG Enterprise



Authorised Reseller

iPECS
AN ERICSSON-LG BRAND

The hospitality landscape is evolving quickly as travellers become increasingly demanding and every interaction becomes an opportunity to build customer loyalty. The challenge for hospitality is clear and iPECS communications from Ericsson-LG Enterprise can help you meet these challenges head on.

Guest Satisfaction

Great communication is the lifeblood of any hotel and helps your team to deliver great service. Guests are looking for quick and easy access to the hotels facilities and a combination of phone, TV and WiFi can provide them with all of the information they need to make the most of your hotels facilities.

Staff Training

With high staff turnover and limited available training time there is a great need for systems, processes and technology that are intuitive and easy to use. Equipping your team to excel at every opportunity is key to success.

Customers Search for Value Online

Searching for the best deal and researching fellow travellers opinions is a standard part of the booking process for many guests. Online bookings, often through aggregated booking sites, all reduce available margins making it increasingly important to convert traffic from your own website. With the power of word of mouth and online opinion sharing your best customers are not only your best revenue generators but they can also be your best sales channels. iPECS helps ensure the incoming calls are prioritised and handled by the best member of your team.

Brand Management & Customer Relationship Building

Returning guests can be one of the single biggest contributors to profitability and are an essential part of the mix in any hotel occupancy plan. Making guests feel at home and welcoming them back as old friends is the first stage in building great customer relationships.

Mobility

Constantly connected travellers can be better informed of aspects of your hotel and offers than your own team are if you don't equip them with the right tools to stay connected. In most hotels over 80% of the team is mobile and therefore require more than just a desk-based phone.

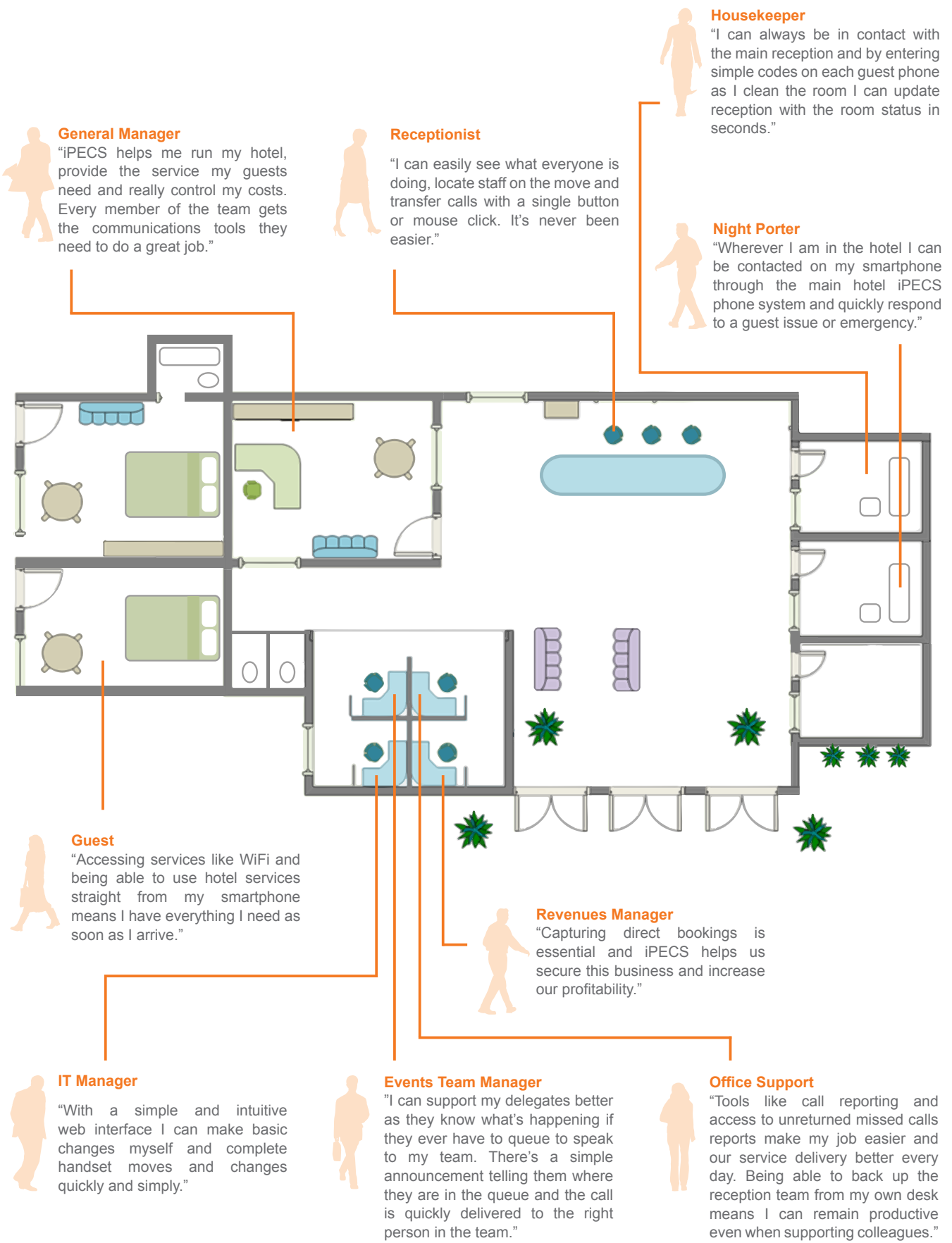
The New Normal

With the only constant being change there is no normal and guests are constantly challenging hotels to deliver new and different experiences, better value pricing and greater levels of service. iPECS communications platforms and applications can help your team to win in this new world through better communication and collaboration.

With these pressures and challenges there is no single answer to winning in today's competitive hospitality landscape. iPECS is part of the answer and feeds the flow of communications between your prospective guests, current guests, returning guests, booking teams and the whole hotel staff. Win with iPECS.



Communication for all of your team



Enhance Your Guests Experience

Equipping your team with the right tools and support to deliver outstanding service will help ensure every interaction with your guests is positive. iPECS provides the right support and knowledge at the right time to always enhance your guests' experience.



Tailored guest services

- Use the guestroom IP Phone to deliver personalised greetings, multi-language voicemail and content such as welcome messages with guest name display, language selection and one-touch service keys.
- Meet-me conferencing calls are ideally suited for business travellers.
- Baby-listening for those travelling with children.

Mobility for better and faster guest service

- WiFi and DECT handsets enable your staff to be mobile and accessible in order to provide responsive guest service.
- Quickly and easily connect to any member of the hotel team on their mobile phone to ensure guests get the rapid response they need.

Tools for your reservation team improve communication and ensure you capture more direct business

- Minimise customer waiting times and increase hotel marketing activities using iPECS call centre applications.
- Provide personalised service or customised marketing promotions for guests by integrating telephony into your hotel CRM, PMS or sales database.

Enhanced communication capability

- Room phone service with voicemail offering guests quick access to services.
- Recorded information about hotel services is available to guests to learn about offers or local area knowledge.
- One-touch access to all services such as room service, gym or spa.

Increase Your Revenue Streams

iPECS can support your efforts to increase revenue by helping you to engage each and every customer and each and every member of your team. Through enhanced communication services every guest can easily access services and capture information that helps you increase guest billing. Through iPECS advanced call handling you can also ensure you capture every opportunity to win business from incoming calls and opportunities generated through your website.

Rich IP communications features

- iPECS communications platforms are designed to be 100% IP and to enable hotels to build flexible, modular and powerful communications.
- Value added hotel services can be easily accessed throughout the hotel.

Voice and video conference

- Ensure your team stay up to date with the latest offers and services, and are motivated to communicate them to your guests, using video and voice conference meetings.

Hospitality contact centres for better customer interaction and guest services

- Prioritise calls from preferred guests or from the concierge floor.
- Offer appropriate messages or property advertising for guests on hold.
- Ensure your team is providing great service and rapid response times by monitoring calls and queues and reviewing statistical reports.

Mobility

- Enhance meeting and conference services by providing guests or event managers with mobility by paired link to their guestroom and their mobile phone with a mobile extension.
- Enable delegates to answer their calls on their WiFi or DECT phone, where coverage provided, or on their mobile phone if a mobile extension or mobile client is used.



iPECS LIP-9071 Touchscreen IP Phone

Improve Staff Efficiency and Productivity

Efficient staff communications and collaboration are critical to maintaining high quality guest services as well as improving team efficiency and productivity.

Seamless communications

- Presence-based communication with iPECS can improve staff responsiveness and productivity.
- Communicate as a team with voice and video conferences.

Provide staff mobility by smartphone clients paired with an office phone in one number

- Let staff use their personal handset for work (BYOD: Bring Your Own Devices).
- iPECS UC mobile app available for iOS and Android.



iPECS UC for iOS



iPECS UC for Android



UCS Desktop

IP Attendant Hotel for small and boutique hotels

- Ericsson-LG Enterprise iPECS Attendant is a simple and affordable PC-based tool to control room status, room charges, communication and even simple PMS functions.
- With an easy-to-use interface, answers to guest questions and requests are only ever a mouse click away.
- Routine tasks such as setting multiple wake-up calls, DND and check-in/check-out can be completed efficiently so your team can devote more time to looking after your guests.



iPECS IP Attendant Hotel

Reduce Operational Costs

iPECS can help you reduce major cost areas by using a single IP network to manage your voice and data communications as well as reduce call costs by using SIP connectivity. This, combined with iPECS modular architecture, means you can deploy the physical technology as you require it and avoid expensive cabling and network operator restrictions.

Centralised network management and remote monitoring

- Save money and gain efficiency by having a centralised, automated, and remotely managed network.
- Receive email notifications when an alarm is triggered on the system.
- Proactively respond to system alarms and significantly reduce the cost of downtime.

Embedded recording features in iPECS Attendant

- Guest calls or external calls to Attendant can be recorded and replayed.
- Call Record reports including time, attendant detail and phone number.
- Caller ID, called name and recorded file are all available.

Open & standards based architecture

- Leverage the benefits of network services like SIP trunking that can reduce call costs and deliver enhanced services.
- Easy integration of cloud-based services and business continuity plans.

Reduced staff training requirement

- Ericsson-LG Enterprise's hospitality solutions can reduce training requirements within a busy hotel environment. With an easy and intuitive interface, new staff can quickly become proficient.

Power saving with Ericsson-LG Enterprise IP phones

- iPECS LIP-9000E / LIP-8000E series handsets comply with the latest recycling directives and deliver power efficiency that helps your hotel stay green and power efficient.



iPECS Open Integration

Ericsson-LG Enterprise's iPECS Hospitality solutions are designed to fit in to your workplace and provide simple integration into all aspects of the hospitality operation. Open integration into PMS solutions such as Micros-Fidelio and Tiger TMS ensure telephony is accessible and integrated into every part of your business.



Micros Fidelio

Integrate your PMS with iPECS

- Deep integration with Micros-Fidelio embedded into the iPECS
- Manage a single view of your guests across telephony and other services
- Check-in/out, wake up call, room status, room cut off from a single point



Open PMS Integration

Integrate easily with your PMS

- Standards based open integration ensuring you can fully integrate iPECS into your applications
- Bi-directional interface ensures you can easily integrate and access services like check-in/out and call accounting
- Integrated billing data ensuring you can accurately charge for services



iPECS UC Overview

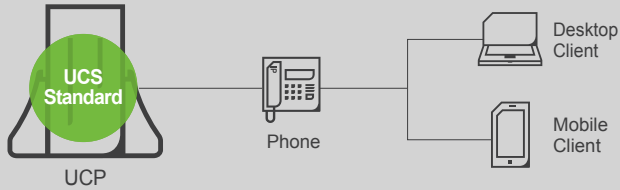
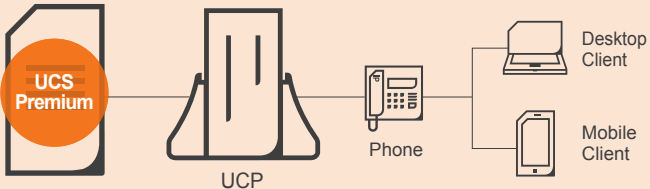
iPECS UC delivers the tools and features to support your team

iPECS UC Features

Evolving to your needs iPECS UC can scale with your business as your needs and requirements develop from UC standard to premium.	Mobile Client (Android/iOS) Enhance your mobile communications with all of the power of your iPECS UC solutions using a simple to set up application.	Video Conferencing Six party video conference, sharing document, desktop, and application.	Presence & IM Easily connect with colleagues over phone, video, instant messaging or web collaboration.	Outlook Integration Integrate Microsoft Outlook into your iPECS with simple integrations of schedule, contacts and click to call.
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※ UCS features depend on standard and premium version.

iPECS UCS server types

Type 1 UCS Standard (Built-in) <ul style="list-style-type: none">◦ Built in UC Server for iPECS UCP◦ Cost effective and easy to deploy	
Type 2 UCS Premium (External) <ul style="list-style-type: none">◦ External Windows UC server*◦ Advanced features, collaboration tools and capacity <p>*For PC spec see datasheet</p>	

iPECS UCS main features

- **Call control:** Control all of your calls and telephony from your desktop or mobile client
- **ClickCall:** A simple mouse click to dial numbers from your screen
- **Chat Instant Messaging:** Chat to colleagues and collaborate on simple questions and information exchange
- **Call Through/Call Back:** Call through your main office system and secure reliable and cost effective call rates
- **Outlook integration:** Outlook contact and schedule synchronisation
- **Audio Conference Manager:** Voice conference (Ad-hoc, Room, and Group), easily invite attendees using drag & drop
- **Video Conference & Collaboration:** Video conference up to six colleagues on UCS Premium including screen sharing, white board & web push functions
- **Visual Voicemail:** Manage all of your voicemail on your PC, smartphone or tablet

iPECS Enhanced Applications

Every business has different communications needs and iPECS is designed to be tailored to your specific industry and organisation. Ericsson-LG Enterprise offers various applications to help you build a unified communications strategy that meets the needs of every part of your hospitality business.

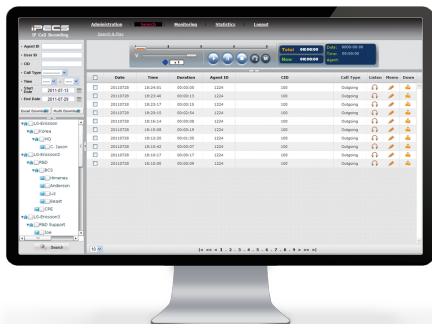


iPECS Attendant (Office & Hotel)

iPECS Attendant

An operator console which helps your receptionist or front desk staff handle high call volume.

- Operating without an external phone
- Call recording / Call statistics / Call history
- Presence, short cuts and on screen call control



iPECS IPCR

iPECS IPCR

A call recording and monitoring solution tightly integrated with iPECS Call platforms and contact centres.

- Centralised or distributed call recording
- Encryption enabled call recording
- Multi party conference call recording up to 13 party access
- Trunk-based recording
- Announcement file play during call



iPECS NMS

iPECS NMS

A powerful web based Network Management tool designed to permit rapid response to system alarms, remote access, analyse system statistics and provide issue alarm notification.

- Fault management and real time system monitoring
- Web based client access
- Traffic statistics

Integrated Applications

The iPECS open architecture means that integrated third party applications are able to leverage the full power of the iPECS platform and ensure you can build a complete solution around the platform.

icall suite

Productivity Through Intelligence

icall is designed to integrate into the iPECS platform and use the data and system functionality to deliver you greater insight and control of your communications platform. icall modules cover call reporting, recording and desktop call control.



report

Log and analyse your communications

- Customised and scheduled call reports and analysis
- Real time dashboard and wallboard displays



icall report dashboard

record

Record your calls for training, compliance and assurance

- Simple retrieval, play back and call evaluation
- Easily record ISDN2, ISDN 30, Analogue or SIP trunks



icall record

connect

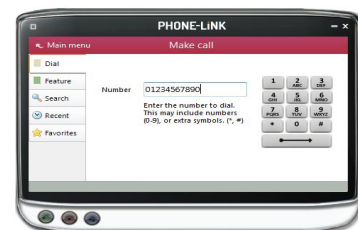
Bring your telephony to your desktop

- Screen pop and click to call from your favourite applications
- See colleagues presence and share a company wide address book

PHONE-LiNK

Integrated telephony from your desktop delivering call control and full integration into hospitality specific applications such as property management systems

- Screen popping of key applications
- Integration into Microsoft Outlook and other applications
- Share presence busy status and internal messaging
- Click to dial from websites or applications



PHONE-LiNK Desktop Call Control

Terminals

iPECS UCP supports an extensive range of terminals such as digital and IP phones, SIP phones, DECT, Mobile Client, and SLT phones. These terminals are designed for business users who require a range of feature-rich telephony devices to match your constantly changing business needs.

Digital Phones



LDP-9208

Highly featured phone providing user friendly access to key iPECS features and functions. 8 programmable feature keys for quick access functions.



LDP-9224

Executive and high call volume phone with 24 programmable feature keys.



Optional DSS Console

Expand the capacity of your LDP-9224 handset by adding a console, providing 48 additional programmable buttons.

IP Phones



LIP-9002

Designed for users across the business to access the full power and functionality of the iPECS platform.



LIP-9010 / LIP-9020

These mid-range phones give businesses the full functionality of the iPECS platform with HD voice, full duplex and headset interface. These handsets offer additional programmable keys meaning you can quickly access the features your users need with a single button. The LIP-9020 includes gigabit support.



LIP-9030 / LIP-9040

If your business receives a high volume of calls, integrated presence helps show user availability. This phone has programmable keys viewable across three pages. This high-end phone also includes gigabit support, HD voice and headset interface.



LIP-9071

Top-of-the-range handset with full touchscreen interface. Support for apps and web browsing means you have a phone and tablet video conference unit in a single device. Wireless and Bluetooth support via a dongle. HDMI output.



Optional DSS / LSS Consoles

Expand the capacity of your LIP handset by adding a console, providing 12, 24 or 48 additional programmable buttons with paper or LCD screens. Compatible consoles with handsets only.

Terminals

DECT Phones



GDC-480H / 500H

- DECT handset for roaming access to iPECS in your office or warehouse
- Bluetooth connectivity for headset use (GDC-500H only)
- Speakerphone function

WiFi Phone



WIT-400HE

- WiFi handset for roaming access to iPECS across the school campus
- Seamless handover between voice-enabled WiFi access points

IP DECT



GDC-800H(IP DECT)

- IP based DECT solution designed to leverage the power of your network
- Configure cost effective coverage across your building with IP base stations and repeaters
- Simple to use and intuitive handset designed to support users across your school or college

SLT Phone



LKA-200

- Simple SLT (no display)
- 3 memory buttons
- Redial / volume control

Why iPECS in UK Hospitality?

Ericsson-LG Enterprise iPECS is used by hotels across the globe to deliver critical communications to teams based all over the World. The iPECS platform ensures teams stay connected to each other and to customers at all times.

Key iPECS features include:

- Ease of use
- Integrated voicemail and auto attendant
- Property management system integration
- Mobile working for Smartphone, DECT and WiFi
- Voice and video conference
- Ericsson-LG Enterprise and integrated applications
- Contact centre and call centre working
- SIP ready
- Wide range of handsets, smartphone app and specialist phones
- Voicemail to email
- On-demand or specialist call recording

iPECS Case Study: Hydro Hotel

About the Hydro Hotel

The Hydro Hotel in Cumbria offers over 80 bedrooms, leisure facilities and a conference centre catering to 200 delegates. The hotel employs over 50 members of staff and is part of a chain of three sister hotels.

The Challenge

The Hydro Hotel was going through the process of major refurbishment and was looking for a new communications solution that could overhaul their everyday processes, including:

- Improving efficiency – with their existing system, the simplest tasks were taking far too long to complete.
- Making it quicker and easier for staff to communicate and collaborate internally.
- The ability to record calls or see where calls had been missed and where business was being lost.

The Solution

A solution based around the iPECS UCP600 system was installed at the Hotel, including:

- 86 extensions in bedrooms and 6 conference rooms
- 8 IP phones around the hotel for staff to be contacted at designated communication points
- 10 WiFi handsets to give night porters roaming access to communications
- UCS mobile app
- iCall Suite
- Call Recording



The ability to pull off simple reports has really helped the Management team to get a much clearer overall picture of how the business is doing and see where improvements can be made.



Ian Catterill, General Manager, Hydro Hotel

The iPECS solution has enabled the Hotel staff to work more efficiently and communicate better, which in turn has led to better and faster guest service.

The General Manager can now operate the Hydro Hotel and its sister hotel using the UCS mobile application on his smartphone, reducing the need for unnecessary travel and expensive call charges.

About Ericsson-LG Enterprise



Ericsson-LG Enterprise is a leading provider of business communications solution with over 40 years of experience in the global market. Bringing its premium brand 'iPECS' to the market, Ericsson-LG Enterprise delivers a complete product lineup for Unified Communications from small to large-sized businesses, and establishes its strong position through advanced technology and diverse reference sites. Continuing our efforts, we aim to build the iPECS brand as one of the world's leading enterprise communication solution providers.

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