

## Avaya Guest Media Hub

### Providing Effective Guest Communication

Today's business and leisure traveller demands up-to-date information and the ability to communicate in a Web 2.0 fashion. Hoteliers expect to be able to provide the right information at the right time to their guests along with a differentiated experience. In addition, properties are looking for avenues to differentiate the guest experience.

#### Integrated Hospitality Property Ecosystem

##### Value Proposition for Hotelier

Properties are constantly focusing on their strategy to address the four pillars of hospitality:

1. Enhancing the Guest Experience
2. Improving Staff Productivity
3. Incremental Revenue Opportunities
4. Cost Saving Opportunities

##### Enhancing the Guest Experience

The Guest Media Hub provides an iPhone™ look and feel. Because it supports full-motion streaming, video concierge and property tours can be delivered easily directly to the device.

It's not really about the phone; the property's brand image and differentiation that is accomplished via property-specific applications. The device has a familiar form factor and interface and provides the hotel guest with a feeling that they are experiencing something special.

#### Incremental Revenue Opportunity

The device provides an easy entry point for co-operative marketing with local venues as well as robust analytics that can pinpoint usage trends and areas, enabling campaign base lining and rapid change when required to meet the needs of guests.

Since the device is tightly integrated with the Avaya Integrated Hospitality Ecosystem, hoteliers can leverage Avaya's powerful call center heritage to enhance revenue opportunities through presence-based information that is relevant to guests.

Additionally, the device can provide real-time views to property webcams of the bar, pool, spa, health club and restaurants to encourage use by the guest.

#### Cost Savings

The device can replace the room alarm clock or radio. Because the device is "green", it enables hoteliers to comply with room control for temperature and lighting as well as event-based control like after checkout.





## Professional Services and Support

Avaya Global Services and global expertise delivered through certified Developer Connection BusinessPartners provide the right consulting, integration, and management services needed to effectively design, develop and implement the GMH in hotel environments. With the incredible customer service applications available through this device as part of the integrated hospitality property ecosystem architecture, hotels can be assured that they have made a sound, lasting investment with the right level of support needed from Avaya and its BusinessPartners.

## Find out more

For more information on how the Avaya Guest Media Hub can revolutionize your guest relationships, improve agent productivity, and help increase your bottom line, contact your Avaya Professional Services Hospitality Support Team member. Or, visit our Web site at [www.avaya.com](http://www.avaya.com).

## Staff Productivity

As part of the Avaya HIPES framework, the device can reduce the workload for front-desk guest staff and the guest-services contact center by moving non-value-added transactions to the device and away from human interaction.

Since the device is easy-to-use as well as familiar to the guest, self-check out and bill review become a reality. And, because the device supports breakfast orders, collection of hang tags is no longer required.

Customized applications can be built for any property need; the sky is truly the limit.

## Features

### Features

- Clean design
- Speakerphone and DECT handsets
- In-room controls
- Localized for major languages
- F&B ordering (in multiple languages)
- Always-on (Facebook, YouTube, Twitter, Google Mail)\*
- Brand- or property-specific applications
- SIP-based endpoint
- Adobe Flash development environment

\*optional and/or additional licensing required

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## About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

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INTELLIGENT COMMUNICATIONS

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