MARTINHAL BEACH RESORT & HOTEL NEEDED A FLEXIBLE AND RELIABLE IP COMMUNICATIONS INFRASTRUCTURE TO ENSURE FIRST-CLASS GUEST SERVICES

ALCATEL-LUCENT SOLUTION PROVIDES IP TELEPHONY, TV AND VIDEO ON DEMAND – DELIVERING THE CAPACITY AND CAPABILITIES NEEDED FOR ONGOING SERVICE ENHANCEMENTS

CASE STUDY   MARKET: **HOSPITALITY**   REGION: **EUROPE**

Martinhal Beach Resort & Hotel is an up-market, beach resort in Portugal, near Sagres. It opened in April 2010 and bills itself as the 'finest luxury family resort in Europe'. Guest accommodation on the 14-acre site includes 45 villas, 23 townhouses, 132 village houses and a 38-room hotel. The resort also includes several restaurants, a spa, tennis and padel courts, an extensive range of water sports, as well as conference facilities.

CHALLENGES

- Deploy a converged flexible and reliable communications infrastructure to enable future growth and new guest services
- Deliver VoIP communications, IPTV and Video on Demand (VoD), with internet access in all rooms and public areas
- Consolidate IT functions under a single organization with end-to-end responsibility for the voice and data network
- Provide enough spare capacity to allow for future upgrades

SOLUTIONS

- Data Center network with optical fiber to the hotel, villas and apartments
- Alcatel-Lucent OmniPCX Enterprise provides a full IP solution for up to 250 users
- High availability architecture with network core LAN Switch, OmniSwitch 9700 series and Wireless LAN (WiFi) for guest rooms and public areas
- Security from Fortinet and OmniVista™ 2500/OmniVista 4760 allowing centralized management for both Voice and Data
- Global IPTV/Video on Demand (VoD) solution for 170 locations - antennas, streamer, VoD server and Set Top Box, with WiFi internet access and Nonius Software
- Services Contract Support: three year incident management and maintenance

BENEFITS

- Guest access to resort services via in-room TV
- Internet access available anywhere in the resort
- Industry-leading entertainment system, with IPTV and VoD
- Centralized management of IT functions, with clear internet usage reporting
- Scalable solution capable of supporting future service upgrades
- Ability for the resort to tailor unique services based on customers' behavioral data

MARTINHAL
SAGRES – ALGARVE

Alcatel·Lucent
Enterprise

THE ALCATEL-LUCENT SOLUTION OFFERS A ROBUST, CONVERGED NETWORK, CREATING AN EFFICIENT OPERATING ENVIRONMENT DELIVERING THE FOUNDATION FOR FUTURE SERVICE GROWTH

THE CHALLENGES

Martinhal Beach Resort & Hotel is an up-market, beach resort in Portugal, near Sagres. It is situated on a prime location amongst protected natural parkland on the Algarve coast. It opened in April 2010 and bills itself as the 'finest luxury family resort in Europe'.

Guest accommodation on the 14-acre site includes 45 villas, 23 townhouses, 132 village houses and a 38-room hotel and a limited number of luxury freehold properties are also available on site. The resort also includes several restaurants, a spa, tennis and padel courts, an extensive range of water sports, as well as conference facilities.

To meet the expectations of guests at the upper end of the leisure market, the owners wanted internet access in all rooms and public areas, as well as IPTV, VoIP and VoD. Part of the original construction brief was to create a converged, flexible and reliable IP communications infrastructure capable of supporting this.

THE SOLUTION

"We realized that not only would we be integrating and deploying something that needed to fit today's requirements, but also those three to four years down the line," says Luis Silva, Director of IT, Martinhal Beach Resort & Hotel. "The great thing with an IP infrastructure is that you can enhance it with new features and applications that are relevant to the business. There will always be ad hoc requirements not on the original specification."

Luis Silva says it is now commonplace for guests to arrive carrying laptops, smartphones or iPads. Wireless access is not a luxury option but a standard requirement: "At this level of the market, guests expect it, it makes no sense not to have it."

News of the construction of a new luxury resort quickly attracted the attention of technology suppliers. Luis Silva says that Alcatel-Lucent and its partner NextiraOne were among the few companies to develop a realistic proposal based on the given budget. "While many proposals were unrealistic, NextiraOne and Alcatel-Lucent saw the budget and worked hard to hit it. They also did a great job in making the case for all the technology."

The implemented solution centers on an optical fiber network throughout the resort. The on-site data center links to the hotel rooms, houses and villas via OmniSwitch 6850 switches. Each of these can handle 1Gb, more capacity than required immediately but enough slack to absorb any future expansion of services. In addition there is a full IP voice solution for 250 users via Alcatel-Lucent OmniPCX Enterprise. Besides wireless access, guests are able to enjoy VoD and IPTV.

THE BENEFITS

The resort opened with internet access in every room and quickly expanded to offer optimum WiFi access throughout the resort. This meets guest expectations but is only the beginning of Martinhal's plans for making the most of its new IP infrastructure.

Once in their room, guests are met with a personalized message in their own language on their TV. They are sent daily weather reports, or details of flight times. The VoD (Video on Demand) system stores personal choices. The graphical user interface was originally designed by NextiraOne, with updates now managed by the resort. They are currently developing a room-service feature, ordered through the TV, that enables the guests to book tennis courts or windsurfing lessons. Luis Silva says the benefit is being able to use guest data to tailor the services offered. The resort has already increased the number of childrens' film options in response to user behavior.

"We didn't expect guests to spend their time watching television, as we have a beautiful beach, pools and wide range of sports and leisure facilities and activities," says Luis Silva, "but we are now better able to meet their other requirements." The number of services will increase with time, as the resort gathers more data about guests' behavior which helps us build up a pattern of likely behaviors.

In management terms, with a centralized solution through the internet access gateway, Luis Silva has a clear view of IT operations. The resort is legally responsible for all internet access; Luis Silva has the means to monitor and trace all usage, or limit bandwidth use. In terms of protecting user confidentiality, all data is stored on the resort's Property Management System, accessed only by authorized personnel via secure passwords. In addition, the solution is supported by a three-year incident management and maintenance service agreement.

Alcatel·Lucent
Global Partner

nextiraOne
THE COMMUNICATIONS EXPERTS

NextiraOne designs, integrates, deploys and operates communication solutions. Thanks to its communications expertise – data centers, contact centers, unified communications and secure networks – NextiraOne helps its clients to transform their organizations by making the complex simple. NextiraOne has offices in 16 European countries and manages over 60,000 clients. www.nextiraone.eu

NEXT STEPS

Luis Silva is most excited about the long term options. "There are always new demands from guests," says Luis Silva. "A few years ago, maybe 20 percent of guests arrived with a laptop, now everyone has a smartphone and the requirement to connect to the internet is simply expected."

The IP infrastructure will allow new products and services to be added as required. There is a range of possibilities. The resort is already considering providing tablets for guests to look up local information or book resort services. It may even be possible for guests to control their room functions and resort services using their own devices. Another option is to provide in-room video cameras, so parents could leave their children in the room while they go for dinner, with the video feed viewed from a tablet. Parents could also choose to 'tag' their children as they head off for a day's activities. Luis Silva admits the issue is sensitive, but the Alcatel-Lucent solution at least allows for it to be examined.

In order to make the running of the resort more efficient, IP allows for smart metering around the site. Electricity and water consumption as well as communal lighting can all be monitored and managed, saving energy costs. Luis Silva is looking at a system where a locked room automatically shuts off lights and lowers blinds, keeping the rooms cool and saving costs. "We know we have the spare capacity when we need it. It's a great advantage."

Alcatel·Lucent
Enterprise