

Hospitality Coverage

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NEC India increases focus on the hospitality sector

NEC India reiterated its plans to increase its focus on the hospitality sector, with the launch of the award winning UNIVERGE SV8500—a powerful enterprise communications solution that can offer a secure and robust platform for customers who wish to unify their business communications.

Tailor-made to reduce operational costs, NEC offers a wide range of solutions that are applicable for the hospitality sector, including state-of-the-art IP telephony solutions that enhance business productivity, energy efficient IT solutions that reduce total

cost of ownership, intelligent display and digital signage solutions for effective and impactful communication, Point of Sale billing solutions and in-room technologies to increase customer delight, allowing hoteliers to offer unparalleled service to their guests.

Koji Oda, Managing Director, NEC India said, "India is one of our fastest growing markets today. As a part of our growth roadmap, we are looking at strengthening our partner network by enhancing depth and reach through specialized system integrators and consultants who can target specific verticals."

He added, "There is no industry that cannot leverage on IT to improve operational efficiencies, productivity and margins. Hospitality sector is no different. More guests are adopting technologies like high speed Internet, digital entertainment devices and Voice over IP (VoIP) in their day to day life. To provide a true "home away from home experience", the hospitality industry must aggressively update its product offering."

NEC India has strategic partnerships with Enkay Technologies (India) for targeting potential customers in the hospitality and

enterprise segment, with Intellicon for government and enterprise customers, and Arvind Limited—Telecom division (Syntel) reaches out to customers in the SME segment through their dealer network.

The latest UNIVERGE SV8500 is a powerful enterprise communication solution capable of supporting up to 16,000 endpoints in a single system. Reliable, scalable and energy-efficient, it is an advanced application server that supports voice, unified communications and mobility solutions for tens of thousands of users in a networked environment. ■