

Hotelier India

NEC strengthens presence

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NEC India has officially launched the advanced unified communication solutions UNIVERGE SV8500 to strengthen its presence in the hospitality and large enterprise sector. The company says the system has been tailor-made to offer a wide range of solutions that are applicable for the hospitality sector, including IP telephony solutions, energy efficient IT solutions, intelligent display and digital signage solutions, point-of-sale billing solutions, and in-room technologies to increase guest satisfaction.

“It’s an open platform which is mainly targeted for hospitality, larger enterprise customers, and



Ravinder Raina, NEC India

the SME market. We are looking at big luxury and five-star hotel chains. Hospitality is a growing sector and lots of large hotels are coming in within the next three-four years. We are targetting around 25% growth in our market share for the hospitality sector,” said Ravinder Raina, coun-

try head, private network systems, NEC India.

He said the total cost of operation will come down for users as the system provides reduction in power usage and hardware. Any upgradation or migration from an existing system to NEC system will have a cost factor involved, but that is going to be very minimal, he added. The company currently has about six-to-eight percent market share which it would like to increase through new verticals. It has a strategic partnership with Enkay Technologies for targetting potential customers in the hospitality and enterprise segment.