

## NEC INDIA

# Plans to Increase Focus on Hospitality

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**N**EC India, a wholly-owned subsidiary of NEC Asia (HQ: Singapore) and NEC Corporation (HQ: Japan), today 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

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) Pvt Ltd for targeting potential customers in the hospitality & enterprise segment, with Intellicon Pvt Ltd for Government & Enterprise customers, and Arvind Ltd-Telecom division (Syntel) reaches out to customers in the SME segment through their dealer network.

Mr. Ravinder Raina, Country Head – Private Network Systems, NEC India said, “With the growing demand for hotels, NEC seeks to fortify the hospitality industry with its assortment of solutions. We are uniquely positioned in this market segment as a holistic solution provider that helps hoteliers create strategic business advantage by increasing operational efficiency, improving guest safety and strengthening differentiation. Among the flagship products of NEC, we have the IP telephony solutions which help in keeping track of the staff and ensure their optimal productivity.”

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.

Standards and devices supported by the SV8500 include:

- SIP-enabled devices
- LDAP-compliant databases
- Java™ and XML
- Managed data network infrastructure
- The UNIVERGE OW5000, an integration platform for UC solutions such as Microsoft® Office Communications Server and IBM® Lotus® Sametime®

NEC's energy efficient and innovative IT solutions offer a lower total cost of ownership. The wide portfolio consists of servers, storage solutions, workstations, and thin clients. Built on the latest virtualization technology, NEC's IT Solutions allow for smooth-streaming video, VoIP telephony integration, access from multiple locations and TCO reduction and security. NEC is committed to empower the Indian hospitality sector with its innovative and superior product portfolio in the Unified Communication and Digital Signage solutions space. ■



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.

Reinforcing its commitment to the hospitality sector, NEC India also recently entered into strategic alliances with several System Integrator partners to offer solutions for the education and hospitality verticals.

On the occasion, Mr Koji Oda, Managing Director, NEC India said, “India as a market is of strategic importance to NEC globally. It is one of our fastest growing markets today and we are committed to addressing the needs of this market. 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 & margins. Hospitality sector is no different. More guests are