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### **Khorafi Business Machines is the technology partner of choice in Arraya**

One of the finest developments to date, Arraya is a unique, integrated real estate development owned by Salhia Real Estate Company K.S.C. Including retail shops, corporate offices, a business hotel and convention centre, the Arraya project is located at the heart of the rapidly evolving commercial environment in Kuwait City.

Arraya embodies the consumer culture of tomorrow in the real estate industry of today. As systems integrators, International Business Machines (IBM) represented by its sole distributors, Khorafi Business Machines (KBM) in Kuwait, has been selected as the technological partner of choice for the Arraya project. This is attributable to the fact that KBM was the only company that could offer combined technological advancements with business knowledge and a proven systems integration/project management track record.

IBM has made a major commitment to the hotel and retail industry worldwide in the creation of a specialised consulting group of individuals with knowledge and experience to help our clients meet their overall requirements.

In Kuwait, KBM, together with its business partners, is providing a turnkey solution for Arraya that includes not only the hardware and networking components, but also encompasses the design, implementation and integration of the various critical business components, such as the central reservation system, property management systems, point of sale systems (POS), customer information systems, and interactive TV systems. The whole environment is based on broadband technology and is protected by a robust security system.

The IBM and CISCO partnership brings a unique combination of technical and practical expertise to the Arraya project. Cisco's strength as the leading supplier of routers and VoIP (Voice over IP) technology coupled with IBM's systems integration, and infrastructure/server implementation expertise facilitates the seamless functioning of the environment.

KBM's goal is to establish a virtual workspace so that business travellers in Arraya's hotel, and corporate staff in the Arraya's corporate premises have all the services they need, including access to their corporate head offices, the right business tools, and a variety of office services.

Also crucially important for Arraya is the retail section, which promises to be the premier centre of its kind for years to come. Retailers will be able to gain operational efficiencies via the network, and fast transactions and immediate access to information, especially product availability will give a competitive advantage to Arraya's retailers. The solution developed by IBM and CISCO introduces visionary concepts like downloading training videos, and promotions and multimedia materials for employees, without having to worry about investing in the technology, or maintaining and upgrading it.

KBM has made a major commitment to the hospitality and retail industry. In collaboration with

IBM, Arraya will be able to offer unique and valuable capabilities that are not available to retailers, business travellers and corporate offices anywhere else in Kuwait. Arraya's full-service, flexible, secure infrastructure is a fast means to better business management and improved customer service.

Looking ahead, the partnership between KBM and Salhia Real Estate Co. will enable the development of new customer service capabilities like B2B, B2E and B2C applications.

### **Technical Details**

Data network infrastructure components include two fault-tolerant core switches as well as edge switches with redundant uplinks to the network core. This design allows the network to function even if one of core switches is not operational. The cabling system provides fibre optic connectivity between the edge devices and core switches, and copper Category 6 connectivity to end devices such as Interactive TV sets, IP telephones and guest PCs.

The voice infrastructure is based on Cisco AVVID components with built-in fault-tolerant features. This solution allows connectivity of KNET POS devices through dedicated analog lines on the core switches as well as analog extensions on voice gateways VG248. Handsets include a selection of IP and analog telephones. **The Cisco IP telephony solution interfaces with hospitality and PMS components (Fidelio) and Oracle Financial through Nevotek VIP Suite.**

Network management is provided by Cisco Works 2000 LAN Management Solution, with additional monitoring of the voice network using Cisco Works VoIP Health Monitor. The KBM proposal includes a unified messaging solution from Nevotek.

The proposed interactive TV system is designed to offer entertainment functions including 60 TV channels, scheduled and on-demand movies, and Internet access, in addition to access to hotel information with functions such as bill-viewing and wake-up calls. The TV system is ready to be integrated with Fidelio system.

