

## NEVOTEK delivers Advanced IP Telephony Services to the Arraya Project in Kuwait City

### Introduction

NEVOTEK was founded in 2001 as a dynamic high-tech company focusing on the development of industry-specific IP applications. NEVOTEK, an AVVID Software Development Partner of Cisco Systems, was awarded the “Strategic Software Alliance of the Year” title in the Eastern EMEA region in 2003.

### Company

The Arraya Complex that houses both the Marriott Courtyard Hotel and the Arraya Shopping Mall was constructed by SREC-Salhia Real Estate Company as a high rise modern building located at the heart of Kuwait City.

The Arraya Complex contains a shopping mall with multiple tenants, a commercial office complex and a 310 bed Marriott Courtyard Hotel which offers modern facilities and services including high speed internet access, business centre, and 24 hour rooms service. A redundant network infrastructure was constructed using Cisco components, and onto the network was added a Cisco IP telephony system in a dual redundant cluster configuration supporting a total of 900 IP phones. High speed Internet services are offered to all tenants and hotel guests using the same network, and on top of this, an Interactive TV service uses the same network infrastructure. This is a true example of integration of Voice, Video and Data services across a single network.



In partnership with NEVOTEK, Cisco Systems, the world’s market leader in Internet technology, and IBM represented by its sole distributor KBM in Kuwait, have delivered the advanced IP Telephony services for the whole project. Combined efforts of KBM and GBM, the main IBM distributor for the ME region based in the UAE, have enabled the project to end up with success. The Arraya Management Team have recently chosen a Cisco IP Telephony infrastructure at the Courtyard by Marriot Hotel and the Arraya Shopping

Center projects utilising NEVOTEK V/IP Suite application for the Hospitality Market.

## Solution

The SREC management have aimed to build the reputation of the Arraya hotel and Shopping Center on a rock-solid and uncompromising quality of services delivered to their guests. Their primary objectives are increasing the room occupancy rate, by low exploitation costs, dynamic services adapting to changing market demands and relentless focus on guest satisfaction.

In achieving these ambitions, the legacy separate networks for data, voice and in-room entertainment have always been a bottle neck, as it was expensive to maintain, inconsistent in management, and inadequate in adapting to changing guest demands. The Arraya management radically wanted to increase the services portfolio to their guests by using a converged infrastructure for voice, video and data based on the Cisco AVVID concept combined with a vast array of services brought up by NEVOTEK V/IP Suite application.



What does that mean? Well, how about an in-room phone that knows your name, provide directions in your language for a nearby theatre, alerts you in case of emergencies, allows you to send and receive a unified voice message home or to your colleague at work, allows you the on-line ordering of the

hotel services and wakes you up in your own language? Besides all, these IP-Phone services provide new revenue stream opportunities for the Arraya hotel, the Marriott Courtyard in Kuwait City.

All this is made possible by the NEVOTEK V/IP Suite application in conjunction with Cisco Call Manager and Cisco High Speed Access Services (HSIA). The Courtyard by Marriott Hotel at the Arraya project are now able to provision, via the Cisco IP Phones and NEVOTEK V/IP Suite the type of business-related services that would be expected from a premier hotel:

- Seamless Integration with Micros-Fidelio; Hotel's Property Management Server (PMS)
- High speed Ethernet for guests' PC
- Billing, E-mail, Wake-up, Staff & Guest Service
- Advertisements on IP-Phone screens
- Reservations of hotel facilities via the IP-Phone screen
- On-line weather, currency rate, stock quotes, local information
- Multi-lingual wake-up calls and voice mail via unified messaging



The solution would not have been possible without Nevotek products. V/IP Suite delivered to the Hotel guest easy-to-use Wake-up call, Guest Information, Billing, Voice messaging and a powerful e-mail facility through the use of a simple menu prompt on the IP phone. Adagio provided multi-

tenant voice, fax and e-mail integration on to the IP phones for the many tenants of the shopping mall. Sigma-5 was able to take the call accounting records from Cisco Call Manager, calculate call pricing, and pass the pricing information through to either the Fidelio Hotel Management System for the hotel guests or through to the Oracle based Property Management System for the tenants. Although Cisco BBSM was used to account for the Internet usage, Sigma 5 was also used to pass the Internet billing across to the respective Property management systems.



This IT project was part of a building construction project and would not have happened without the vision and foresight of the owner to employ an IT Consultant. The IT Consultant created a separate IT infrastructure and Integration Package, something virtually unknown in the Middle East. The common practice in the construction industry is to place components such as building automation, telephony, AV, data cabling, computer room build all into different packages with no architecture for integration.

The total IT infrastructure and Integration project which included cabling, computer room build, networking, telephony, Internet services, TV services, Help Desk software, MS Exchange e-mail, network and systems management and 13 IBM servers was undertaken by Khorafi Business Machines (KBM), located in Kuwait, a member of the GBM group of companies who are sole IBM distributors in the Arabian Gulf. GBM is a Cisco Gold Partner and Nevotek SI Partner.



The IP Convergence Company  
[www.nevotek.com](http://www.nevotek.com)

The mall went live in September 2003, and the hotel in December 2003. It is a first in the Middle East, a first for the Courtyard by Marriott, and possible a first in the world!

For more information:

<http://marriott.com/property/propertyPage.mi?marshaCode=KWICY>

<http://www.nevotek.com>

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