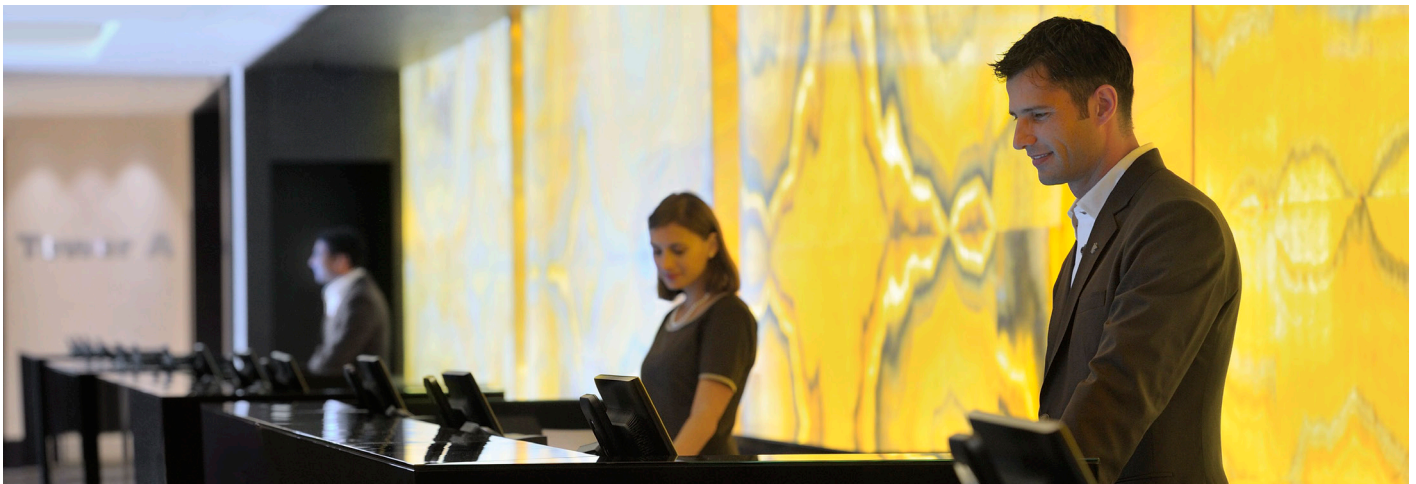




IMPROVING GUEST SERVICES

WORLD'S TALLEST HOTEL PROVIDES QUICK AND DISCREET GUEST SERVICE WITH MOTOTRBO™ SYSTEM



JW MARRIOTT MARQUIS DUBAI

The JW Marriott Marquis Hotel Dubai is a new 5-star twin-tower complex located in the heart of the city's business district. With 72 floors spanning 1,164 feet, it's the world's tallest dedicated hotel building and includes 1,608 guest rooms, 9 restaurants, 5 bars and lounges, a superior spa, swimming pool and health club. The hotel also attracts major conventions to the region with meeting facilities across 7,500sqm, accommodating up to 1,200 people in its largest ballroom.

Central to the success of this vast operation is an advanced communications platform based on Motorola Solutions' MOTOTRBO™ professional digital two-way radio system. Staff use Motorola SL4000 radios – the world's thinnest and lightest digital portable radios – for instant, reliable communication. The system helps the team perform with the exceptional levels of professionalism and discretion in keeping with the hotel's 5-star rating. Also, the hotel estimates that it's saving around \$60,000 in GSM call costs each year by using MOTOTRBO.

CUSTOMER PROFILE

Organisation

JW Marriott Marquis Dubai

Location

UAE

Industry

Hospitality

Partner

Safeer Integrated Systems

Motorola Solutions Products

- Motorola SL4000 digital portable radios
- Motorola MTR3000 repeaters

Applications

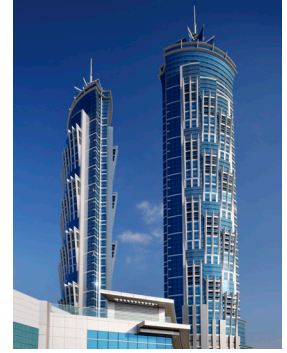
- Integrated voice and data on portable radio devices
- Use of Guestware Rapid Response System on radios
- Supports telephone-to-radio interface via landline network
- Full network availability

CASE STUDY

JW MARRIOTT MARQUIS DUBAI

“From the sleek, stylish design of the Motorola SL4000 radios to the smooth integration of our guest response system, MOTOTRBO is a scalable and cost-effective solution that has helped us achieve technology and service milestones that are unmatched in the region’s hospitality industry. The system provides us with a critical communication tool that is quick, reliable and easy to use where the right people are connected at the right time and guests are provided with the levels of service they come to expect from the JW Marriott Marquis brand.”

Rupprecht Queitsch, general manager, JW Marriott Marquis Dubai



CHALLENGE

JW Marriott hotels offer accomplished travelers a one-of-a-kind luxury experience with flawless service and a high standard of professionalism. With the launch of its new hotel in Dubai, JW Marriott Marquis Dubai searched for a new communications system for its team. The hotel specified the need for a solution that would support staff in providing superior customer service while helping the hotel become more efficient, productive and cost-effective in today’s aggressively competitive hospitality industry.

THE SOLUTION

The hotel selected to work alongside Motorola Solutions partner, Safer Integrated Systems (SIS). SIS is an expert in digital radio communications in the region and recommended the deployment of a MOTOTRBO professional mobile radio system. The solution includes Motorola’s SL4000 radios, the world’s thinnest and lightest digital portable radios, MTR3000 repeaters, and Bluetooth® accessories. Running on a standard IP network, the system delivers all the benefits of digital radio technology. These include instantaneous, uninterrupted communication between staff and departments, increased capacity for talk groups, and excellent coverage throughout the hotel’s vast premises.

The MOTOTRBO™ solution integrates voice and data seamlessly, allowing JW Marriott Marquis to use its Guestware application on the radio devices. Guestware is responsible for creating, processing and tracking the status of individual guest requests. By making it available on the radio devices, the hotel can enhance work order ticket management around guest requests. For example, if there’s a technical malfunction in a guest room or an issue at the pool, the hotel can use the system to quickly send the nearest maintenance worker, saving repair time and money. The system can also integrate the hotel’s telephony system which enables staff to use the hotel’s landline phones to connect and speak to radio users.

BUSINESS VALUE

The Motorola SL4000 digital portable radios are designed for discretion and professionalism; the sleek design complements JW Marriott Marquis Dubai staff’s executive attire. Although the radios weigh less than the average smartphone, they are very rugged and reliable to provide for intense and continuous periods of usage. The devices also provide discreet communication through the support of text messaging, unobtrusive Bluetooth® accessories and Motorola’s Intelligent Audio feature, which automatically adjusts the radio’s volume to fit surrounding noise levels.

With constant open communication and the support of Guestware on the radio devices, issues are resolved as quickly as possible. For example, in the case of an emergency, the closest security staff can be sent to the scene, speeding response times, improving guest safety, and minimizing costs associated with theft or damage.

The system is easy to use, with the radio devices offering staff predefined actions regarding each job ticket order – including accepting, processing, completing, declining or transferring requests. This saves time and eliminates the need to scroll through screens. Also, a built-in feature ensures jobs don’t get side-tracked whereby any work order ticket not accepted or processed within a five-minute time frame is escalated to the next level of management.

The MOTOTRBO solution has also proved to be a good return on investment for JW Marriott Marquis Dubai by virtually eliminating communication costs associated with the Guestware system. Rapid response systems in many hotels are managed by mobile phones and text messages that can be expensive and prone to error. By processing thousands of messages through the radio network, the hotel has estimated annual savings of \$60,000 in GSM communication costs.

Key Benefits

- **Improved efficiency:** Staff are connected to the right people instantly through one device
- **Faster response time:** Guests’ requests are addressed quickly as less time is wasted locating people
- **Clearer communication:** High-quality digital audio ensures accurate communication
- **Better service:** Alert notification if guests’ requests are not processed within five-minute time frame
- **Superior design:** World’s thinnest and lightest radios complement the executive attire of hotel staff
- **Easy to use:** Large high-resolution screens reduce need for scrolling; pre-programmed options are available at the touch of a button
- **Extended battery life for lengthy work shifts:** Using TDMA technology, radios operate up to 40% longer between recharges compared to analog systems
- **Discreet communication:** Intelligent Audio automatically adjusts volume to fit noise level of environment
- **Cost-effective:** One-time cost on new technology – no monthly mobile service fees
- **Return on investment:** Scalability of solution allows hotel to expand service capabilities at little cost

For more information on how Motorola Solutions’ two-way radio technology can improve the efficiency of your turnaround operations, please visit us on the web at www.motorolasolutions.com/mototrbo or access our global contact directory at www.motorolasolutions.com/contactus

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