



## PRESS RELEASE

### Angsana Hotel & Suites Dubai Provides Ultimate Guest Experience

Alpha Data selected to deploy complete ELV system

**For Immediate Release**

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Angsana Hotel & Suites Dubai is the group's first property in the United Arab Emirates and will be a testament to the services offered by Banyan Tree and Angsana around the world. Alpha Data, the UAE's leading system integrator was selected to implement the latest in hospitality technology at the new property.

"To achieve our vision of the ultimate guest experience, we sought partnerships with established, forward-thinking organizations that had already built a successful system integration reputation in the hospitality sector. In addition, we have joined efforts with a technology partner who is at the very leading edge in order to ensure that the systems we utilise provide our guests with the very best facilities," said Kamel Ajami, General Manager of Angsana Hotel & Suites Dubai.

The core requirement of Angsana Hotel & Suites Dubai team was a fully-personalized guest service system; and Mr. Anil KJ, Hospitality Consultant at Alpha Data, went on to note that the people at Angsana Hotel & Suites Dubai were seeking a "unified system that would provide superior personalized and customized guest services, creating a more comfortable and enjoyable hotel experience."

In each guestroom, each bedside IP Phone features a high-resolution, color touch screen from which guests could request different services, in addition to making phone calls. High-speed Internet access is also provided through the phone switch port. A video-on-demand set-top box is connected to the network, delivering television and audio & video on demand. The entire hotel including its guest rooms enjoys uninterrupted wireless Internet access.

Wireless technology has been on the rise in the UAE hospitality sector. Therefore, the migration from desktop to wireless platforms is bound to have a significant impact on future hospitality delivery systems. To that effect, Mr. Anil KJ announced that the Angsana Hotel & Suites Dubai senior staff members "have recently been provided with new Wireless-IP handsets that will help make them reachable at their extensions anywhere on the Hotel premises."

In addition to the implementation of the hospitality solution, Alpha Data will be building a full infrastructure data centre for Angsana Hotel & Suites Dubai. To meet the high standards for infrastructure, security and performance, Alpha Data has deployed an ideal integrated solution from leading technology drivers in the industry.

"Alpha Data has a wealth of experience designing and supporting data centres; and the solution they have provided us with here has been tailored to our specific requirements," stated Mr. Ajami.

**-ENDS-**

### **About Alpha Data**

Founded in 1981, Alpha Data is one of the largest IT and Telecom Solutions companies in the Emirates with revenues in excess of \$120 Million and offices in Abu Dhabi and Dubai. Alpha Data strives to build long term client relationships based on mutual trust and respect. With a team of over 500 qualified personnel, Alpha Data provides complete end-to-end solutions in the following areas of expertise: Telecommunications & Radio, Networking & Security Solutions, Infrastructure Cabling, Enterprise Computing, Audio Visual Systems and Applications. Each of our specialist areas are backed up by highly qualified presales and post sales support teams who handle both project implementation and post-sales support. Beyond our offering, what counts most to our clients is the technical skills of our staff. Alpha Data's people have both high level industry certification & in depth experience in their respective fields.

### **About Angsana Resorts & Spas**

Launched in 2000, Angsana is the sister brand of Banyan Tree, inspired by the exotic Angsana Tree noted for its crown of golden flowers. Angsana resorts are designed as contemporary, chic and vibrant retreats to live life spontaneously and sense the moment.

Angsana resorts are found in Bintan, Indonesia (2000), Great Barrier Reef, Australia (2000), Bangalore, India (2001), Maldives Ihuru (2001) and Maldives Velavaru (2006).

In 2003, Colours of Angsana joined the Angsana portfolio. This boutique hotel collection appeals to the soft adventurer and cultural tourism sector. The current hotels are Gyalthang Dzong (Shangri-La, China), Deer Park Hotel (Giritale, Sri Lanka) and Maison Souvannaphoum (Luang Prabang, Laos).

To date, the Banyan Tree Group manages and/or has ownership interests in 23 resorts and hotels, 61 spas and 71 retail galleries and two golf courses.

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