Aiming to further increase customer service through the full-scale introduction of IP phones a first for a hotel in Japan.

Mandarin Oriental Hotel Group is well known as an owner and operator of prestigious hotels in Asia and around the world. It offers personalized hospitality based on two key philosophies of hotel management: "Legendary Service," and "Sense of Place" - that is, incorporating the best that the region has to offer. The Group is also a technology leader in five star hospitality industry, actively introducing the latest information technologies to achieve an even higher level of service.

With 20 hotels already operating in 13 countries, the Group opened its 21st, Mandarin Oriental, Tokyo in Nihonbashi, in December 2005. This hotel, which caters to many business and leisure travelers, has implemented a broadband network with advanced security functions, including IP phones, high-speed Internet access and wireless LAN, to provide the best possible network environment for the guests. The goal of the Group is to increase customer satisfaction by constructing a superior Internet environment that is even compatible with virtual private networks (VPN). Mandarin Oriental Hotel Group selected NEC Corporation as its partner in this project, based on NEC’s advanced technical capabilities and impressive record of installations throughout the world, and because of its outstanding follow-up system, which enables it to respond immediately to issues that might arise during hotel operations, 24 hours a day, 365 days a year.

This is the first time that a Japanese hotel has undertaken the full-scale implementation of IP phones. NEC handled the many difficult issues involved with flexible proposals and swift, sure actions, and also offered detailed follow-ups whenever we needed it.

We have pursued the most advanced technologies to achieve our goal of Legendary Service, and we are focusing our energies on this area so that we can provide our customers with an optimum IT environment.

Mandarin Oriental Hotel Group (Head Office: Hong Kong) is well known as an owner and operator of prestigious hotels, operating 21 hotels in 13 countries around the world. Its detailed and personalized hospitality is constantly being refined under the Group's philosophy of "Legendary Service."

Mandarin Oriental, Tokyo, which opened in Nihonbashi in December 2005, is a luxury hotel with 179 guestrooms and suites (guestrooms in the highest section) occupying the top nine floors of
the 38-floor tower building. Even while reflecting Japanese history and culture in its unique brand of hospitality, this hotel incorporates the most advanced information technologies, enabling guests to enjoy wide range of services - including video-on-demand and a high-speed Internet environment complete with IP phones and wireless connections - while relaxing as they would in their own home or office.

Christian Hassing, General Manager of Mandarin Oriental, Tokyo, talked about the hotel's facilities.

"Mandarin Oriental Hotel Group has its home base in Asia, and has been planning to establish a hotel in Tokyo since the mid 1990s. In opening this hotel, we used a consistent interior theme that merged images of "woods and water" symbolizing the four seasons and the natural environment in Japan with the original designs of fabric synchronized with traditional Japanese kimono, which are representative of the Nihonbashi area of Tokyo. At the same time, we implemented the most advanced IT facilities possible, to demonstrate that Japan is one of the most advanced IT countries in the world. "Legendary Service" doesn't just refer to human services. This Hotel Group also devotes itself to pursuing advanced technologies, and to providing its guests with an optimum IT environment."

Mandarin Oriental Hotel Group has long been recognized throughout the world for its efforts to bring the latest information technologies into its hotels. Mandarin Oriental, Tokyo in particular has a large number of guests who are traveling on business, so an essential element of this hotel's services is to provide an environment in which these guests can connect to the Internet easily, and can access VPNs comfortably and safely.

Geoff McClelland, Vice President of Technology and Hotel Development for Mandarin Oriental Hotel Group, discussed the importance of an IT environment in the context of the Group's guest services.

"Mandarin Oriental Hotel Group is a global leader in terms of technology services provided as part of its first-class hospitality. We pay special attention to technologies because our guests demand the most advanced technology services at our hotels. Our target clientele includes guests from the financial or entertainment industries, as well as guests who are seeking high-end leisure activities. Even guests who are traveling for leisure need a comfortable communication environment at their hotel, because they often hold important posts at their companies. But whether these guests are traveling for business or for leisure, they are always looking for the best IT services, including TV and the Internet."

General Manager Hassing adds the following comments:

"We heard that in many cases, guests had difficulties accessing VPNs* at other hotels, and when groups were considering using Mandarin Oriental, Tokyo for events and gatherings, they

Setting the hotel apart from the competition by providing an unsurpassed IT environment, where VPNs can be accessed comfortably and safely
often sent an IT manager ahead to test our system in advance. Even just looking at business travelers, we believe that a reliable IT environment that offers easy access to the Internet and VPNs will give us a major advantage over the competition."

*VPN (Virtual Private Network): A service that enables the user to communicate over a public network with the same level of security as a private network.

Mr. McClelland talks about the Mandarin Oriental Hotel Group's activities with regard to IT.

"We had been examining the possibility of introducing IP phones and wireless LANs for several years, while keeping an eye on the trends in information technologies. At the moment, these two technologies are gradually changing communication environments all over the world. Utilizing these technologies was extremely important in terms of establishing Japan's first Mandarin Oriental Hotel as one of the top hotels in the world."

In the construction of this network, the Group focused on creating an intelligent network that could function as the core of the Hotel's business operations, and at the same time enable data transmissions - including large-volume audio and video data - from guestrooms as well. This network would also allow new services to be added in the future. It was particularly important that the network offer high-speed broadband access from guestrooms, using both wired and wireless connections, as well the flexibility to accommodate IP phones and streaming transmissions for movies and other contents. Naturally, the network also had to offer reliable, high-quality data transmissions, along with flawless security functions.

The Group considered a number of overseas vendors, but eventually settled on NEC, for various reasons. Among the key factors in their decision were: NEC's advanced technologies; the fact that it has extensive experience in the installation of PBX systems at Mandarin Oriental Hotel Group hotels as a recommended vendor; its many support bases in Japan; and its reliable follow-up service structure, which enables it to respond quickly to issues arising in relation to hotel operations, 24 hours a day, 365 days a year. "NEC is a global corporation," says Mr. McClelland, "so it is able to accommodate specifications in languages other than Japanese. We wanted to take advantage of the vast know-how that NEC has cultivated through its years of experience in worldwide installations in the construction of our own high-quality network infrastructure."

Mandarin Oriental, Tokyo welcomes many guests

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<th>System Outline:</th>
<th>Intelligent networks that enable new services to be easily added in the future</th>
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Mandarin Oriental, Tokyo welcomes many guests
from overseas, so NEC customized the IP phones to include English displays along with the Japanese. In addition to providing a valuable guestroom service, this system also contributed to improving the functions of the hotel as a whole. For example, the introduction of IP phones increased management flexibility when staff was transferred from one office or section to another, and IP phones could easily be installed in banquet halls and other hotel locations.

*PBX (Private Branch eXchange): A device used to connect in-house phones in hotels or companies, or to connect in-house phones with public phones.

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**Results:**

NEC responds flexibly to the first full-scale installation of IP phones at a hotel in Japan

Kotaro Shinchi, the IT&T (Information Technology and Telecommunications) Manager at Mandarin Oriental, Tokyo, gave his impressions of the system following its implementation.

"You can always expect that problems will arise in the construction of a network infrastructure, particularly when there are few precedents, and when new technologies are involved. This was the first time that full-scale implementation of IP phones has been undertaken at a hotel in Japan*, so we were prepared for a rough road ahead. Everything went incredibly smoothly, however, thanks to NEC's flexible proposals, professional approach, and detailed follow-up.

Since the hotel opened, the system has been working to everyone’s satisfaction; not only the hotel management, but the guests are happy too. During the period immediately after the opening, the number of IP calls far exceeded our original expectations, but since we evaluated the traffic and adjusted the number of operators, everything has been working just fine."

Broadband network services are gradually becoming a common element of hotel amenities. It takes more than just a knowledge of the latest technologies to truly differentiate oneself from the competition. "NEC responded faithfully to even our most detailed and most urgent requests," says Mr. Hasshing, expressing his high regard for NEC's professionalism. "I was extremely satisfied. They approached each task with skill and confidence, and their follow-up services were always right on target. The thing that impressed me the most was not only NEC's deep understanding of the technologies, but the fact that shared the goals of Mandarin Oriental Hotel Group. I really felt that NEC gave us their full support and consideration, for example in thinking about how best to create a network that emphasizes 'hospitality'."

*Source: NEC
Mandarin Oriental Hotel Group and Mandarin Oriental, Tokyo will continue to seek out the newest services based on their philosophy of "Legendary Service," and are planning to introduce new functions in the future while keeping a close watch on the latest IT trends. The keyword, as Mr. McClelland explains, is a "Seamless Environment" that always meets the users’ needs.

"In technology we used to talk about 'Anything, Anywhere, Anytime' for the guests which we have provided a wide range of technologies, including audio communications, streaming video, and audio functions to meet business needs.

Over the past three years, this has evolved into 'Everything, Everywhere, All the time' Many people are looking for a seamless environment that will enable them to do what they want, when they want, without thinking about where they are - in their office, at home, on the road, or in a hotel room. We will continue to implement technologies to meet these need."

In closing, Mr. McCelland talks about his outlook for the future.

"We consider technology to be an area of core competency for the Mandarin Oriental brand, so we will continue to invest management resources in this area. Our ultimate goal is to offer, in all of our hotels, a perfect blend of tradition, quality, and innovation."

NEC promises to carry on its role as a partner to Mandarin Oriental, Tokyo, which bears this world-famous brand, in providing unsurpassed "Legendary Service," and in further increasing the level of sincere, exquisite hospitality offered by this distinguished hotel.

The keyword is a Seamless IT Environment that always ensures consistency for the users.
Mandarin Oriental, Tokyo

Company name: Mandarin Oriental, Tokyo
Opened: December 2, 2005
Head Office: 2-1-1 Nihonbashi Muromachi, Chuo-ku, Tokyo
Paid-in Capital: 10 million yen
General Manager: Christian A Hassing
Employees: 475

URL: http://www.mandarinoriental.com/tokyo/