

# First Central Hotel Apartments



## Customer

- First Central Hotel Apartments, Dubai, UAE

## Industry

- Hospitality

## Challenges

- State-of-the-art Hospitality Communication and Management solution
- Integration with hotel's Property Management System
- Optimized staff efficiency

## Solution

- NEC Hospitality Communication Solution, consisting of;
  - NEC Communications Platform
  - Some 1800 phones - analogue and digital - each suited to its needs
  - Business ConneCT Operator & Contact Center
  - Integrated Call Billing and Management
  - Integration with Property Management System Opera
- Al Yousuf, well-appointed and trusted NEC business partner

## Results

- Integrated communication and management system
- Easy to use and support
- High level of efficiency
- Excellent guest & employee satisfaction

[www.central-hotels.net](http://www.central-hotels.net)

“The NEC system provides a complete communication solution for our hotel and other projects. The equipment’s user friendly interface and management system make it easy and comfortable to use by our staff. We are pleased with the result of this project, which supports our continued search for programs that reflect our mission of The Center of Hospitality and bringing quality services to our valued guests!” – Mr. Shayne Afonso, Information Technology Manager of First Central Hotel Apartments in Dubai.

## Challenges

Featuring a rooftop pool with panoramic views of Dubai, First Central Hotel Apartments offers modern accommodation with excellent facilities in an Arabian-inspired décor.

Continental cuisines are served at First Central Hotel’s “Manino” Deli Café and Restaurant. On Sheikh Zayed Road, First Central Hotel Apartments provides easy access to the TECOM area. The Mall of the Emirates and Dubai Marina are just 3 miles away.

To realize a modern and fully featured Hospitality Communication and Management solution for this 524-room property, the Group turned to Al Yousuf, leading provider of Computers & Telecommunications and strategic business partner of NEC in the Middle East.

The requirement of First Central Hotels was for a communication solution that fully supports the complete hotel functionality which was easy to run and manage and was competitively priced.

## Solution

To assure flawless communication for guests and staff alike, Al Yousuf offered (and later installed) an NEC Hospitality Communication Solution, consisting of:

- NEC Communications Platform
- Digital phones throughout the 524 hotel rooms
- 1,270 analogue phones for use in the staff offices, hotel rooms, corridors and facilities

- Connection to and integration with the hotel's Protel Property Management System with built in Call Billing management
- Business ConneCT Operator & Contact Center solution for guest services and reservations

The complete package offered included all PBX and peripheral equipment as well as integration with the hotel's PMS. Business ConneCT at the user level is very user friendly and it gives superior control to the users on the system with immense flexibility.

The Hotel staff appreciates the powerful management system with its multiple user interfaces, providing advanced administration features.

"Our staff and guests find the installed system very efficient. The simple and user friendly interface of the equipment makes phones and terminals easy to use. The implementation by AI Yousuf Computers & Telecommunications was professional and quick, so that the project was handled within the given short time frame. Our staff is comfortable to use the NEC systems and our operators require very limited basic training to be able to master the system." Quoted from: Mr. Shayne Afonso, Information Technology Manager, First Central Hotel Apartments - Dubai.

## Results

The fully integrated communication platform provides a high level of service, while easing operations and keeping costs to the minimum. Mr. Shayne Afonso, Information Technology Manager of First Central Hotels "We appreciate the rich and complete functionality, quality and reliability of our NEC Hospitality communications solution. It is very easy to handle and was reasonably priced. The expertise and support of AI Yousuf in designing the proposal, installing the equipment and training of our staff has been excellent."

Integration with the hotel's Property Management System takes, among other aspects, care of call accounting.

## About

Strategically located in Dubai's TECOM district, First Central Hotel Apartments are just a few minutes from the Dubai Internet City Metro Station and a short drive to Dubai's top business and leisure attractions including Dubai Media city, Knowledge Village, Jebel Ali Free Zone, Mall of the Emirates, Dubai Mall, Wild Water Park, Dubai Marina, The Walk – JBR, Montgomerie and Emirates Golf Clubs among others.

The hotel is just 30 minutes from Dubai International Airport and the new Al Maktoum airport. First Central offers 524 contemporary and beautifully designed apartments with LCD screens, living area, satellite TV channels, High speed wireless internet, safety deposit box and a fully equipped kitchen. The hotel also houses a modern fitness center, spa, a rooftop swimming pool and Manino Deli Café and Restaurant.

Thanks to its deployment of state of the art and energy efficient technology, First Central Hotel Apartments have been awarded by the Hospitality Technology Forum with the Best Green Technology & Sustainability Award 2015.

For further information please contact your local NEC representative or:

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