

- IP Telephony
- Contact Centers
- Mobility
- Services

CASE STUDY



Avaya Hospitality Communications Solution Makes Wynn Las Vegas Guests Big Time Winners

Challenge	Solution
<p>Create a hospitality communications solution that would set a new standard for a guest's experience and would distinguish Wynn Las Vegas from all competitors — now and into the future.</p>	<p>Intelligent Communications solution from Extreme Networks and Avaya supports data and IP Telephony-based business communications applications. These Avaya MultiVantage® Communications Applications, such as contact center operations, mobility, and messaging are powered by Avaya Communication Manager and ensure guests have a memorable experience at Wynn Las Vegas. Built for reliability, the solution delivers business continuity essential for this 24x7 enterprise.</p>
Value Created	
<ul style="list-style-type: none"> Consistent, branded customer experience – An Avaya IP Telephone in each room, created in collaboration with Avaya and Citrix Systems, serves as a unique portal affording guests instant access to hotel services and information. For this hospitality leader, pleasing guests is all important. Wynn Las Vegas wanted a phone as elegant as its rooms; a phone to make guests say “WOW!” Intelligent, personalized interactions with customers – An Avaya contact center application identifies incoming callers and guests so agents and staff members can greet them personally and provide the highest quality service. The IP Telephone in each room welcomes each new guest arrival by name. Faster linkage of people, processes and resources – The IP guest portal works with intuitive ease —no instruction sheet needed— making it easy for guests to explore entertainment and dining options, make reservations and communicate with Wynn staff. No matter where they are, the Wynn staff is easily and quickly accessible using Avaya Extension to Cellular. More agile and reliable operations – Avaya IP Telephony makes management of convention and trade show setup and other endpoint moves, adds and changes quick and easy. System reliability and 24x7 performance monitoring by Avaya Global Services ensures that Wynn has a communications solution they can depend on. 	

Las Vegas, Nevada, USA — When Las Vegas legend Steve Wynn puts his own name on a property, he'll do everything in his power to give his guests the optimum experience they deserve. You can bet on it.

Steve Wynn helped Las Vegas expand from a gaming center to a Mecca for big-time entertainment. As he planned his sparkling new Wynn Las Vegas resort, he upped the ante, determined to give his guests the very best in both service and ambiance.

It would take acclaimed stage shows like *Avenue Q* and *Le Rêve*, and more. Everything would have to set a new standard — the casino, the entertainment, the retail space, the convention center and the hotel, and especially the guest rooms. It would require attention to every detail, down to the phone sitting on the desk.

Create a 'WOW!' Customer Experience

When creating the showplace resort that would bear his name, Steve Wynn left nothing to chance. He was personally involved in every detail.

“It took five years to create our guest room,” says Doreen Whennen, vice president for hotel operations and the person responsible, with her 2,000 employees, for keeping guests comfortable and happy, from arrival to checkout.

Instead of viewing fabric and color boards, planners built full-scale room mockups — the only way to truly experience what guests would. Steve Wynn would view the result, and make changes.

“We went through many versions of the room, and it became more beautiful, full of warmth and light and color,” Whennen continues. *“It just didn't make sense to put a regular phone in this beautiful room.”*

Our vision was to have a phone that enhanced the guest experience . . . guests would walk up to the phone and go ‘Wow!’

Doreen Whennen, Vice President, Hotel Operations

Ordinary was out. The phone or “guest portal” would have to be as beautiful, functional and distinctive as every other detail in the \$2.7 billion, 2,716 room resort.

“Our vision was to have a phone that enhanced the guest experience,” Whennen says. “When a guest walks in the room and says ‘Wow!’ about the floor-to-ceiling windows, the flat-screen TVs, the beautiful white-veined marble, the Andy Warhol pictures, they would also walk up to the phone and go ‘Wow!’ This is great, too.”

The solution would also have to be rock-steady reliable. With operations continuing 24x7, Wynn Resorts required communications and data networking that thousands of staff members and guests could count on to be there without fail, every minute of the year. Dependability to maintain the resort’s business continuity was essential.

Avaya Really Listened

With a focus on creating the ultimate guest experience, Wynn Resorts started with a whiteboard and the strong desire to find the right partners with the best technologies. *“We asked ourselves what we could do that would differentiate us from our competitors,”* says Jim Morrow, systems engineering manager, information technology. *“We wanted to enlist the technologies and people that would help us make the guest’s stay very enjoyable.”*

“We realized that Avaya had very good products,” says Karen Bozich, senior vice president and chief information officer. *“After spending a great deal of time in labs, we decided not only is Avaya the best that we’ve seen, it’s also the most complementary to Extreme Networks’ data infrastructure.”*

The sophisticated communications systems and applications would have to be transparent for guests and intuitive for use by guests and staff alike, with no distractions. In the end, the final decisions were based on Wynn’s need for strong relationships with its vendors. Knowing that IP telephony would provide the necessary foundation for robust applications, Wynn Resorts focused on finding the right partners to help shoulder the ambitious undertaking and help make the resort successful. In addition to technical excellence, the Avaya team impressed Wynn Resorts with its eagerness to do whatever it would take to develop exactly the right solution for Wynn’s guests — a solution that would open the way to even more advanced capabilities in the future.

“I believe that the defining moment was the willingness of Avaya to open their minds, live our culture, and understand what was important: we are fanatics about the guests,” says Whennen. *“That’s quite a compliment for a company that specializes in communications and in phones. They were willing to listen to our ideas about what’s important for the phones to look like and function like. Avaya completely opened their minds, they completely embraced the idea of creating the perfect guest experience, and then partnered with us to do it.”*

Another key decision factor was Wynn’s confidence that Avaya and its Global Services team could service and support the communications solution going forward. For J. P. Ayache, telecommunications manager, the choice for Avaya was based on the company’s strong reputation and expertise in providing highly reliable communications systems coupled with 24x7 monitoring operations.



"I was impressed with the Avaya EXPERT SystemsSM Diagnostic Tools," says Ayache. "I can sleep at night because I know Avaya is watching around the clock."

After carefully reviewing the competitors, the Wynn Resorts team decided that the pairing of Extreme Networks data networking and Avaya IP Telephony would give Wynn Las Vegas and its guests a winning hand.

"Every step of the way, Avaya reminded us of the commitment to do whatever it would take to achieve the level of functionality that would be required for our market and for the experience that we wanted our guests to have," says Bozich.

Avaya Rises to the Occasion: 'Okay, Bring it On'

As the Wynn team prepared for opening day, nothing was left to chance. CIO Bozich says Wynn's proof of concept trials — one conducted during the RFP process and a second full-scale test — proved vital. For Systems Engineering Manager Morrow, the trials were confidence builders. Eight months before the scheduled opening, Avaya and Wynn set up a full-blown production trial with Wynn employees in a building near the resort site. The next step involved moving the communications solution to the resort site.

The most visible element of the communications solution is the telephone's distinctive Avaya Internet Protocol (IP) screen guests will find in each room. Finished in a shade of white specified to match the room trim, the phone features a color screen and buttons to select menu-driven choices for multiple guest services and Wynn staff contacts, everything and anyone guests would need to make their visit a pleasure. This special Avaya IP Telephone uses software applications created by Citrix Systems, an Avaya DeveloperConnection partner, to enable guests to use it

as an information kiosk or "guest portal," linking them to Wynn's 22 restaurants, multiple entertainment venues, and 10,000 Wynn staff in different departments, all ready to serve. The Avaya Transformation Gateway AG250 connects directly with the Wynn's property management system and the Avaya Media Server, providing a dynamic "push" capability that enables the hotel to display valuable information directly on the guest room phones.

"Avaya was pivotal in bringing partners and a suite of applications to us. We knew what we wanted, and Avaya took our ideas and helped us put it all together," explains Morrow.

Avaya, Extreme Networks and other partners worked side-by-side with the Wynn team to plan, design and implement the total communications solution that would give Wynn Las Vegas guests and staff instant communications and unmatched service and convenience. Avaya Global Services partnered closely with the Wynn team to work through any challenges to ultimately accomplish what had to be done for opening day.



Every step of the way, Avaya reminded us of the commitment to do whatever it would take to achieve ... the experience that we wanted our guests to have.

Karen Bozich, Senior Vice President and Chief Information Officer

We pushed Avaya to the limit, every single day. And every day they rose to the occasion.

Doreen Whennen, Vice President, Hotel Operations

“Every step of the way in building this foundation, we eliminated the risks,” Whennen adds. “We reduced them step by step. We pushed Avaya to the limit, every single day. And every day they rose to the occasion.”

Morrow vividly recalls the opening day as if it were yesterday. *“Just minutes before the actual grand opening, a group of us went up to a room on the 27th floor, facing the strip. We had worked so many hours that we were literally living in the hotel. It was about 11:30 and we were opening at midnight. We could see the cars lined up for many miles. For a split second I thought, ‘What if it doesn’t work?’*

“What happened at midnight? Nothing. People streamed into the hotel, the communications network worked like a champ. We were ready – ‘Okay, bring it on,’” concludes Morrow.

Avaya Intelligent Communications Delivers ‘First Touch’ Perfection

The infrastructures of the Wynn Las Vegas communications solution are supported by Avaya Communication Manager running on an Avaya S8700 Media Server and Avaya Media Gateways, coupled with Extreme Networks modular BlackDiamond® Switches.

Approximately 5,000 Avaya IP Telephones (guest portals), 500 Avaya Digital Telephones and 10,000 analog telephones are supported by the communications infrastructure. Avaya MultiVantage® Communications Applications provide Wynn Las Vegas with “intelligent communications” for high-impact and efficient operations.

The Wynn Las Vegas reservations center is the ‘first responder’ for guests’ calls and puts a premium on making a memorable first contact. Director of Hotel Operations Regan Heckethorn has specific requirements and tough standards for the Avaya contact center application serving her guest-facing operations.

“We are the first ‘touch’ in the total Wynn guest experience and must make a great impression,” Heckethorn says.

Because Wynn Las Vegas uses customer satisfaction as a way to measure successful delivery of its unique guest experience, Heckethorn sets targets higher than expected when monitoring service quality in her center.

Flexibility and responsiveness are critical needs for Heckethorn. *“At a moment’s notice, I am able to change queues to make our customer representatives more responsive; and it’s immediate.”* The Avaya Call Management System also provides Heckethorn with easy-to-use management reports that let her forecast and schedule for seasonal demands and peak call volumes. Productivity for representatives is high since the Avaya Contact Center Elite software directs incoming guest calls to representatives best equipped to “delight” guests.

Another benefit is the control the Avaya software gives Heckethorn during the representative training process. By assigning each representative a skill level — beginner, mid-level, or expert — she is able to instill greater confidence in representatives as they move along the learning curve. Another internal quality program involves recording customer representatives’ calls by NICE Call Recording Systems.

“One of the things I like the best about Avaya is that our customer representatives can actually manage their time better,” says Heckethorn.





“This means happier representatives, which translates into happier guests.”

When guests arrive at Wynn Las Vegas, Wynn employees are easily accessible for any request, question or need. Wynn hotel operators use two software applications from System Development Company (SDC) of New Hampshire, Inc. to serve guests quickly and effectively. The hospitality version of the SDC IntelliDESK® is a soft console with a programmable keyboard that enables operators to efficiently and knowledgeably help guests and employees throughout the resort. As the main answering console and database for the property, IntelliDESK stores guest information such as do-not-disturb preferences and other special reach instructions in order to expedite call and message delivery, as well as wake-up call administration, voice messaging and other guest services. The system also stores vital employee contact information for quick location and management of employees. Finally, a Web services application provides easy access to important directories as well as fast paging via the Web.

The highly mobile Wynn staff is “always there” and instantly available to guests as they travel throughout the over 400,000 square foot resort property. Avaya Extension to

Cellular links their cell phones with their Avaya office phones, so both ring at the same time. Wynn staff can take guests’ calls no matter where they happen to be.

Casino hosts, for instance, spend much of their time on the casino floor, yet have to be instantly available for every guest call. Avaya Extension to Cellular links the host’s office and cell phone so when a guest telephones the office, the cell phone rings simultaneously. One number does it all, making life simpler and communication easier for hosts and guests alike.

Wynn’s professional hospitality staff can also respond faster to guests with Avaya Unified Communication Center Speech Access, since it gives them easy access to their voice, e-mail and fax messages from one, unified mailbox. Employees use simple voice commands to manage messages and perform functions such as conferencing, directory access and calendar management.

And, the Wynn Las Vegas rooms. Stepping into the rooms, guests immediately sense the Wynn difference. *“It was our vision that the phone be memorable,”* Whennen says. *“We worked very hard to make it guest-friendly, meaning no instructions. We wanted it to be beautiful, yet highly functional. And we have not had one complaint about the phone. Not in a letter, not in a comment card. Not that it would have been acceptable; failure was never an option. We accomplished our mission.”*

The reliability and ease of management of the Avaya communications network really stands out for Ayache. As the telecommunications manager, Ayache knows what it takes to manage an old-style hospitality communications system — and how much faster the work goes now.

The IP Telephony foundation is in place and with our ideas, this is a great combination to take the Wynn guest experience to the next level.

J. P. Ayache, Telecommunications Manager

We went through many versions of the room, and it became more beautiful, full of warmth and light and color. It just didn't make sense to put a regular phone in this beautiful room. . We wanted it beautiful, yet highly functional. . We accomplished our mission.

Doreen Whennen, Vice President, Hotel Operations

We do a lot of people moving, adding staff, and people transferring from department to department. I only need one onsite technician. Between the two of us, we are able to do everything that needs to be done and accomplish tasks remotely."

Ease of management is especially valuable when a convention occupies Wynn's 223,000 square feet of meeting space.

"It doesn't take as much time now," says Morrow. "We bring out a podium with a PC and a printer and all the things necessary. Then we identify the jacks, plug in the phone, plug in the PC. We ensure everything is routed accordingly, it comes up, and starts working."

Of course, none of this would be possible without the reliable underpinning of the communications servers, gateways and switches, and the support of the Avaya Global Services people. After a year in operation, the communications solution is performing as flawlessly as on that inaugural night. *"Using IP telephony also provides new ways of doing things — faster and better,"* Morrow explains. *"With IP telephony, you have to abandon the old-school way of thinking, and embrace this new way of doing things. Once you do that, doors really open up; your possibilities expand."*

A Foundation for the Future

The Wynn team is now extending its lessons learned to new properties: Wynn Macau, near Hong Kong, and the Encore property adjacent to Wynn Las Vegas. For the Wynn organization, a great performance today is simply the prelude to stronger results tomorrow. Ayache sees the IP-based guest portal as a way to deliver even more for guests and Wynn Resorts in the future.

"We plan to do more and more with the guest portal and other applications available to us," Ayache says. *"The IP Telephony foundation is in place and with our ideas, this is a great combination to take the Wynn guest experience to the next level."*

Learn More

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or access other collaterals by clicking on [Resource Type](#) under "Do Your Research" at www.avaya.com.



ABOUT WYNN LAS VEGAS

Wynn Las Vegas, a \$2.7 billion luxury hotel and destination casino resort located on the Las Vegas Strip, opened to the public on April 28, 2005. Wynn Las Vegas features 2,716 luxurious guest rooms and suites; an 111,000 square foot casino; 22 food and beverage outlets; an on-site 18-hole golf course; approximately 223,000 square feet of meeting space; an on-site Ferrari and Maserati dealership; and approximately 76,000 square feet of retail space. For more information, please visit <http://www.wynnlasvegas.com>.

ABOUT CITRIX SYSTEMS

Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader and most trusted name in on-demand access. More than 160,000 organizations around the world use the Citrix Access Platform to provide the best possible access experience to any application for any user. Citrix customers include 100% of the *Fortune* 100, 98% of the *Fortune* Global 500 and hundreds of thousands of small businesses and individuals. Citrix has approximately 6,200 channel and alliance partners in more than 100 countries. Citrix annual revenues in 2005 were \$909 million. For more information, please visit <http://www.citrix.com>

ABOUT EXTREME NETWORKS

The Avaya and Extreme strategic alliance offers you a single point of contact for the delivery of best-of-breed converged networking solutions. Extreme Networks® provides the robust data solutions to meet the rigorous security, availability and performance demands of converged networks. Avaya brings to the table advanced voice IP applications. Avaya and Extreme have embarked on a multi-year, multi-million dollar joint development to enhance the functionality, security and quality of converged networks and to simplify their deployment and management. Together, this powerful alliance provides you with advanced converged networking solutions and services not available anywhere else in the market. For more information, visit www.extremenetworks.com.

ABOUT SYSTEM DEVELOPMENT COMPANY (SDC)

Shortly after its inception in 1984 as System Development Company of New Hampshire, Inc., SDC Solutions became an IBM Business Partner in the Application Specialist Program. SDC Solutions' involvement was with the development of application integrations using communications throughout the facility. SDC has since expanded its Application Partners to include other major PBX vendors, including Avaya. For more information, please visit <http://www.sdcsolutions.com>.

Applications	Systems	Services
<ul style="list-style-type: none"> • Avaya MultiVantage® Communications Applications • Avaya Communication Manager • Avaya Call Management System • Avaya Contact Center Elite • NICE Call Recording • IntelliDESK® soft console from System Development Co. • Avaya Modular Messaging • Avaya INTUITY® Lodging Hospitality Messaging • Avaya Extension to Cellular • Avaya Unified Communication Center with Speech Access • Avaya Advanced Integrated Management 	<ul style="list-style-type: none"> • Avaya S8700 Media Server • Avaya G650 Media Gateways • Avaya G350 Media Gateways • Avaya Secure System Gateway • Extreme Networks BlackDiamond® modular switches • Avaya Transformation Gateway AG250 • Avaya IP Telephones with Citrix Systems • Avaya 2400 Series Digital Telephones 	<ul style="list-style-type: none"> • Avaya Consulting and Integration Services • Avaya Full Coverage 24x7 Maintenance Agreement • Avaya EXPERT SystemsSM Diagnostic Tools • Avaya Dedicated Technician • Avaya Client Service Manager – Designated Option

Statements in this case study were made by J. P. Ayache, telecommunications manager; Karen Bozich, senior vice president and chief information officer; Regan Heckethorn, director of hotel operations; Jim Morrow, systems engineering manager; and Doreen Whennen, vice president, hotel operations.

