

123HOTEL Cloud Telephony Over Analogue Wiring

Introduction

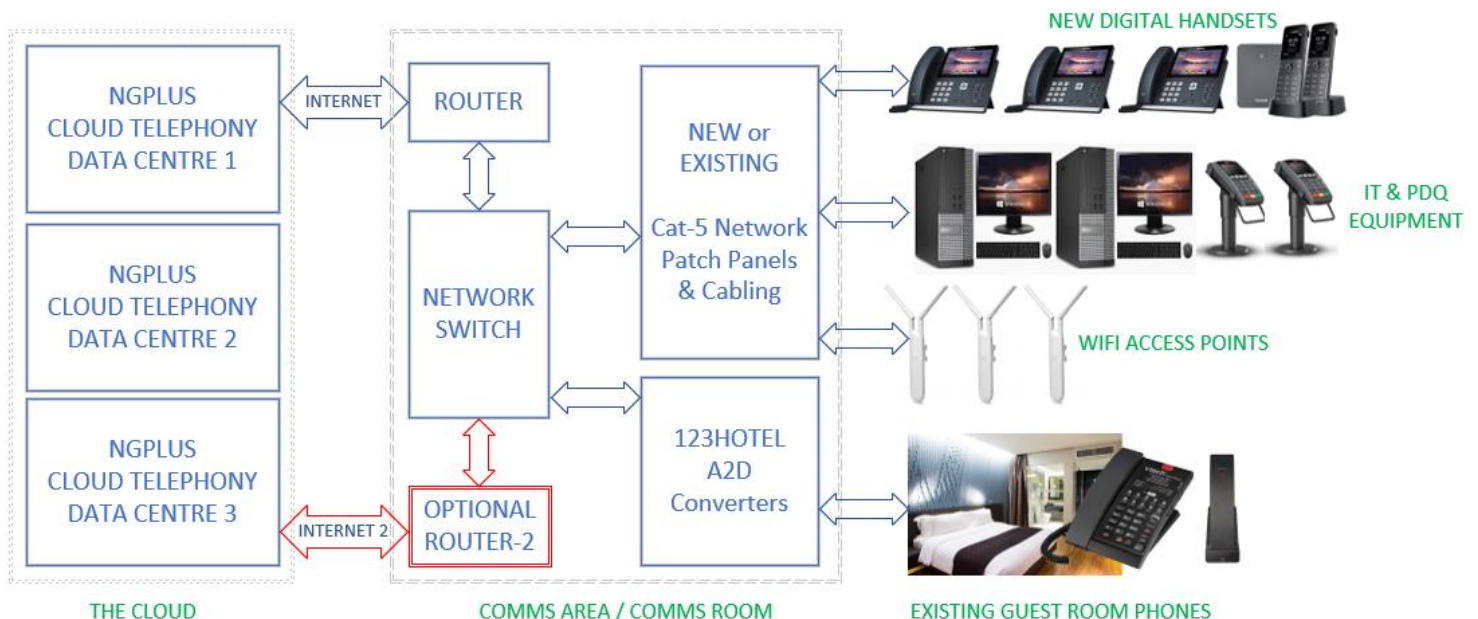
123Hotel is our turnkey solution for hotels and guest houses looking to migrate to Next Generation Cloud Telephony but have an existing building wired for Analogue telephone handsets from their old in-house telephone system.

The solution allows you to mix & match the latest modern digital handsets (desk-phone or walkabout) alongside all your existing analogue handsets by using **123Hotel** Analogue-to-Digital “A2D” converters, which would be installed to replace the old hotel phone system.

Our high density A2D converters are available as an 8-Port unit in desktop format, or with 16, 24 or 32 ports in rackmount format. These units work seamlessly together, and there are no upper limits. A 128 bedroom hotel, for example, would simply have four 32-Port units stacked on top of each other inside an industry standard comms rack taking up just 4U (180mm) of rack space.

Architecture

123Hotel is a Cloud Based telephony solution with the highest level of resilience possible, running with multiple servers in multiple data-centres, with the option for dual-Internet connections at your hotel.



Room Call Billing No Longer Required

123Hotel is a fixed price per room, because it includes unlimited calls to all UK phone numbers beginning 01, 02, 03, 07 (mobiles) and 0800/0808/0845/0870/999. Since rooms are restricted to calling these numbers and hotel extensions, guests cannot incur call charges, thus eliminating the need to log and charge the guest for phone use.

We believe unlimited free UK calls is a “positive” benefit to the guest, rather than the historic “negative” thinking that hotels were profiteering by charging extortionate rates for charges in hotel rooms.

Direct Dial Numbers For Rooms

123Hotel customers have the option to present the main hotel phone number when a guest room makes an external phone call, or each guest room can have a unique telephone number called a “DDI” (Direct Dial Inward). We offer DDI numbers at no extra charge if they are required.

DDI numbers therefore enable the guests to take inbound calls without the call having to be routed through the reception, again adding a level of “Positive” experience, although some hotels may prefer not to deploy DDI numbers, in which case all inbound calls would go to Reception or an IVR menu system if required.

Note that guests do not need to dial “9” to make an external call. They simply dial the number they want.

Guests attempting to dial International, Premium Rate or any other number which is not permitted, will simply be given a recorded message to advise them their call cannot be completed.

Where a hotel does not choose to have DDI numbers for the rooms, all inbound calls would route to reception or an IVR system.

Guest Room Telephones

Whilst **123Hotel** A2D convertors (see next page) facilitates the use of existing analogue handsets over existing single pair analogue wiring, the hotel obviously has the option to upgrade their rooms with either new analogue telephone handsets or new Cloud Telephony VoIP handsets if CAT-5 cabling is also available in the room. Examples of five digital handsets are shown below.

Alternatively, if the room has reasonable Wi-Fi coverage, telephone handsets that only require a mains plug are available. The first three below are all available as WiFi connected Cloud Telephony VoIP handsets and therefore do not require a network cable.



123Hotel A2D Convertors

The **123Hotel A2D-8** is desktop style unit, which could be positioned on a shelf inside a rack if required, supports the conversion of up to 8 analogue room extensions over to digital VoIP phones, using just one network connection. The unit collects its configuration from 123Telecom servers when restarted and therefore does not require any setup or configuration on site or by the customer. The analogue extension wiring is connected with standard RJ11 connectors.



123Hotel A2D-8 (front)



123Hotel A2D-8 (rear)

The **123Hotel A2D-16**, **A2D-24** and **A2D-32** are all 1U rack mounted units, designed for high density applications up to 32 rooms per unit, using just one network connection. The units collect their configuration from 123Telecom servers when restarted and therefore do not require any setup or configuration on site or by the customer. The analogue extension wiring is connected with standard RJ11 connectors or can be connected using 50 pin telcom connectors, as used in legacy analogue frame rooms.



123Hotel A2D-16



123Hotel A2D-24



123Hotel A2D-32

Flexible Permutations

All **123Hotel A2D** units can be supplied in any permutation on a mix and match basis. For example, a hotel with 80 rooms could have 3 x A2D-24 units, plus an A2D-8 or an A2D-16 with 8 spare ports.

Furthermore, a multi-site hotel with multiple phone systems previously, can now have a single integrated Cloud Telephony phone system serving all sites.

Contact Us

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