Benefits to All Stakeholders

Hotel Management:
- High availability solutions enhance the productivity and efficiency in hospitality environments. Downtime on a single system can be challenging, but failures of centralized systems pose an even greater concern.
- NEC’s high availability solutions ensure critical systems remain operational. Investment in a high availability solution pays for itself fairly fast, and the real value is when it truly helps users get back on track.

IT Managers:
- For IT managers who desire fast and easy solutions to handle a complicated recovery system, NEC’s high availability solutions offer a starting point by simply applying hardware solutions.
- To monitor the point of potential failure over a wide area, NEC offers comprehensive software solutions that can be layered on top of the hardware for an even higher level of protection.

Guests:
- The true value of high availability is ensuring guests enjoy all of the amenities and services they expect. NEC’s high availability solutions ensure that critical resources are available when they are needed.

With a wide range of IT technologies and over 100 years’ experience in the IT industry worldwide, NEC Smart Hospitality Solutions are here to streamline the business operations by the prevention of the risks in advance.

NEC’s flexible choice to start high availability solutions

<table>
<thead>
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<th>Simple</th>
<th>Premium</th>
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<tr>
<td>Virtual appliance: Pre-package UC platform with virtualization &amp; fault tolerance</td>
<td>Dependable solution</td>
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<tr>
<td>Easy deployment: Reduce complexity, deployment, management and maintenance costs</td>
<td>Multi data center: Prevent catastrophic system failures</td>
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<tr>
<td>99.995% system uptime*</td>
<td>Disaster recovery: Single tool for replication, compression, reasynchronization &amp; dynamic network configuration, plus hardware-applicastion DR with replication</td>
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* An average of less than 4.62 minutes per year. This is a theoretical value calculated by NEC. The actual availability of any particular system has differ. verification procedure with 20 IT applications as of April 2019.
Have you invested in reliability?

NEC high availability solutions empower hoteliers to prevent interruptions that impede the delivery of positive guest experiences.

| Market Trend |
Positive customer experiences are paramount for all businesses, yet they are particularly important to the hospitality industry. But, upon the ideal of uncompromising customer service, the highly competitive hospitality industry pushes hoteliers to continually create guest experiences that engage, entertain, and satisfy.

In this “era of you,” guests are looking for more comfort, convenience, and personalization. Whether traveling for business or leisure, people want a seamless environment where they can do what they want, when they want, regardless of where they are.

At the heart of this transformation, for both hospitality management and their guests, is technology. Competitive advantage and revenue growth in the hospitality industry demands a high level of personalization and attention to detail. Many hotel guests today want ubiquitous connectivity during their stay. High tech amenities help to leverage customer satisfaction and increase revenue per room. Successful hospitality management has taken advantage of what technology has to offer as a strategic differentiator for their property.

Beyond serving as the foundation for business operations and the delivery of guest services, technology has become a powerful conduit for learning the priorities and opinions of their guests. Real-time guest feedback analysis can even fine-tune marketing campaigns and create guest engagement on an individualized basis. This indispensable insight helps to satisfy guest expectations and develop relationships that foster loyalty and, ultimately, repeat business.

Delivering superior guest services efficiently also demands the latest hospitality applications and hardware. Big data and analytics are enabling the hospitality industry to transform operations. Centralized management of business-critical systems in the cloud allows management to gain a holistic view of the operational landscape of all properties—regardless of geographic location.

Mobility, including wearable devices and apps, has revolutionized how hotel staff serves guests. They are able to respond more quickly to specific requests, regardless of where they are located on the property.

Despite these efficiency gains, the hospitality industry is still facing a shortage of qualified employees. Hotels have begun to utilize robotic artificial intelligence (AI) technology as a unique and effective resource to offload basic and repetitive tasks from the staff.

| The Challenge: Stable delivery of guest services |
The current environment in the hospitality industry compels management to place a high priority on the stability of business-critical applications in order to achieve a competitive advantage.

The quality of guest services directly impacts customer satisfaction and a hotel’s reputation. Creating a personalized guest experience requires extensive IT infrastructure and applications. Centralized applications allow management to optimize staffing, and more accurately monitor guest services and billing. Properties also enjoy immediate insight into the results of marketing outreach. This reliance on integrated applications, big data and analytics demand robust systems that deliver high availability.