



## ➤ The Ritz Hotel, Piccadilly, London

In June 2007, SBL was selected to provide telephony solutions and services for The Ritz Hotel in central London. SBL provides support for the existing Alcatel-Lucent Enterprise Voice Switch and will work in conjunction with hotel staff to deploy IP telephony functionality to all guest rooms early next year. By utilizing new technologies, the hotel will be able to offer superior guest services while increasing the efficiency of its day-to-day processes for improved business results.

For over a century The Ritz has been the benchmark by which other hotels are measured. A London landmark at 150 Piccadilly, The Ritz has been home to the great and the good, the intelligentsia, the glitterati and thousands of discerning guests since 1906. The mantra of continuous excellence pervades all of the hotel's operations and a full range of services is available, including health and beauty; business and technology; and fitness, all in the signature Ritz style.

"Providing first-rate guest services is imperative to the success of all luxury hotels, and we will rely on SBL to ensure that staff can respond to incoming requests in real-time and complete tasks as efficiently as possible," said Chris Barrass, Rooms Division Manager at the Ritz. "We also required a partner with recognised expertise in integrating communications solutions in the hospitality sector, making SBL a perfect fit for the task ahead."