

# Mövenpick Bur Dubai Hotel

## Dubai's Five-Star Mövenpick Bur Dunai Hotel Deploys Scala Digital Information Network

### The Challenge

Mövenpick Hotels & Resorts are highly regarded by business travelers and holidaymakers thanks to the combination of Swiss heritage, uncompromising hospitality, gastronomic competence and extensive experience in the management of business hotels and holiday resorts. With 80 hotels existing or under construction in 23 countries, it serves over 5 million guests per year.

The Mövenpick Hotel Bur Dubai is located in the heart of one of the most cosmopolitan cities in the Middle East and is the residence of choice for discerning business and leisure travelers. With 255 well-appointed rooms and suites, conveniently located in the heart of the city, the Mövenpick Hotel Bur Dubai is just 10 minutes from the Dubai International Airport and the World Trade Center. Close to the major shopping and entertainment centers of Wafi City, Lamcy Plaza and Jumeirah Beach.

The challenge posed to the management of the hotel was how to maintain their four-star image and provide a better customer experience for their guests and business patrons.



### The Solution

Scala Certified Partner, Specialized Software Services (SSS) in the U.A.E consulted, deployed and manages the digital information network in the Mövenpick Hotel Bur Dubai.

To maintain its five-star image and better service their guests the hotel required a better customer experience for its guests, therefore, SSS suggested the deployment of a digital information network. With this solution the hotel can focus on its customer satisfaction and awareness about events and services throughout the hotel.

To keep business guests informed, nine 17" screens are deployed throughout the hotel's meeting room areas. The screens show conference room assignments and relevant company information

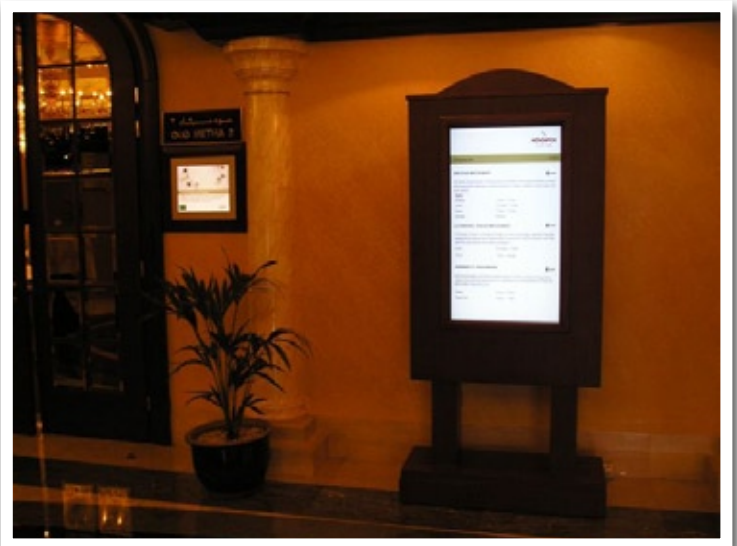
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for each meeting. Each screen automatically updates as meeting schedules change and company information is updated.

Four-42" screens are deployed in the hotel lobby displaying hotel information such as souvenirs, restaurant events, bar specials, local attractions and more. The screens are strategically placed to provide a superior guest experience throughout the hotel environment.

## The Benefit

Guests have responded well to the new screens and the digital information network has provided a new image for the hotel. With the success of the digital information network at Mövenpick Hotel Bur Dubai, future plans to expand the project into new properties are going ahead.



## Guest Information Network Located in Hotel Lobby



## Meeting Room Digital Information Network

