MD110 Hospitality Application

We understand that your customers aren't merely customers – they're guests. They expect your hotel to be their home away from home, with services that allow them to forget the inconveniences of being on the road. Your business therefore depends on a communication system that serves your guests' needs while enabling your staff to perform their jobs efficiently.

The MD110 Hospitality Applications are packed with features to handle all your voice and data needs. They are designed to be fully integrated with your front-office system, making guest information available to those who need it.

MD110 Hospitality Application solutions are tailored to the needs of hotels, hospitals, cruise ships, conference centers, exhibitions as well as other customers wanting to offer this type of functionality (e.g. university campuses).
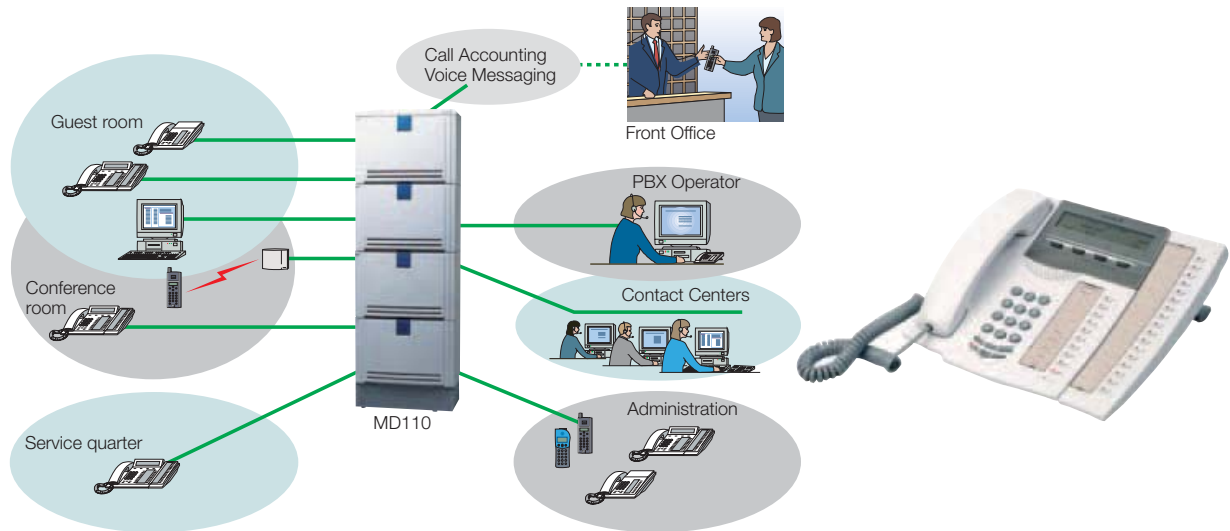
The flexible MD110 Hospitality Applications are based on open standards to fit into the system you are using today, as well as the one you may be using tomorrow.

Messages, wake-up calls, room service, complaints, special requests... -the communication demands placed on a hotel are endless.

The MD110 Hospitality Applications are based on the standard MD110 PBX used by thousands of companies and organizations worldwide. It has been enhanced for the Hospitality Application with purpose-built telephones and open interfaces to integrated or stand-alone partner Hospitality Applications.

The service quarter telephones have a large display function that can provide guest information about the guest from the front-office system, such as name, extension number, and language, enabling staff to provide a more personalized service. All guest room phones have message-waiting indicators.

ERICSSON ⫸

Communication system

An additional feature of the MD110 Hospitality Application is that it can be integrated with a cordless phone system for complete staff mobility. Cordless phones can even be made available to hotel guests for their added convenience.

If you understand the impact of technology on your business, then you know that you won't find a more state-of-the-art communications system. A system that grows with your business, improves the efficiency of your staff and increases your guests' satisfaction, means a better return on your hotel network investment.

Total Hospitality Solutions

Adding external hospitality applications to the system makes MD110 Hospitality Application a complete hospitality solution. Using standard TCP/IP allows certified external applications to work as integrated parts of the total solution.

As this is written, two external providers are certified to connect to M110 Hospitality Application, TMS-ComTelco and Diavox Inc. Both solutions offer first class hospitality functionality, TMS-ComTelco as a stand-alone solution, and Diavox as part of the integrated solution with its physical integration of the Hospitality Server into the MD110 cabinet.

Flexible configuration options

- Digital as well as analog guest phones with message-waiting indicators are supported over existing single-pair wiring.
- The guest name display on the service quarter telephones shows information about the guest, which is stored in the MD110 database.

Strong administration support

- Automatic Call Distribution (ACD) provides a flexible, modular and distributed call-handling system
- Full PBX functionality for all staff telephones
- Account and authorization codes facilitate authorized staff usage of phones throughout the hotel as well as charging of calls to the proper account
- System audit reports on demand

Guest room management features

- Call control of individual rooms upon request
- Call control between rooms to block after-hour calling, etc.
- Staff can report on services such as minibar use, housekeeping status, and repair requirements from guest rooms
- Service quarter phones with guest name display enable personalized service
- Do-not-disturb bypass for urgent calls
- Guest room phone activated/cleared upon check-in/check-out
- Calls billed via complete call charge information

System features

- Integration with front-office system
- Numbering scheme adaptable to hotel's own numbering system (1-5 digits)
- Offers PBX Networking and LeastCost Routing
- Direct Inward Dialing (DID) bypasses switchboard for administrative and fax lines

- Music on hold
- Generates management reports with complete calling statistics
- Option to integrate cordless telephones and paging
- Decentralized exchange available via remote units
- Temporary fax lines available to guests

Contact Centers

Easy booking is the key to gaining and retaining customers. Our contact centers combine telephone and data processing to handle just about any business transaction more efficiently while ensuring that customers receive the quality service they deserve. Our range of solutions includes MD110 Call Center and the Contact Center Solidus eCare™.

Staff telephones

Service quarter telephones

The guest name display function improves efficiency and enhances service by adding a personal touch. The display provides information about the guest so that staff can quickly identify the caller and give a personalized greeting in the appropriate language. If more guest data is desired, optional functions can be implemented as long as the information is available in the FOS.

Cordless business telephones

Cordless phones can be integrated into the system for use by either staff members or guests. Stylishly designed and discrete telephones that allow key staff

members to be reached anywhere in the organization, shortening decision-making and response time considerably. Cordless phones can be provided as an added service for VIP guests and conference organizers.

These telephones support 5 – 11 languages (depending on local configuration) making them suitable for guest use.

Office Telephones – for the guest or office staff

Lightweight telephones that offer excellent voice quality, a range of expansion options to suit your requirements, and can be personalized for the demands of your job. You can set your preferred ringing tone or language and protect them with a PIN code.

These phones feature an alphanumeric easy-to-use menu display with 2 character rows of 12 characters.

DT412 and DT422

Short messaging ensures that you can take messages without getting interrupted when talking to a guest. For the security staff DT422 with personal alarm button and optional no-movement alarm means fast response time and increased personal safety.

Guest room telephones

Guest rooms can be equipped with analog telephones with message -waiting indication, and data port for lap-top computer connection. Both Ericsson and Teledex telephones are available.

The rooms can also be equipped with Ericsson's digital telephones.

The telephones will give the guests easy access to services, such as wake-up calls, voice messaging and the do-not-disturb function.

Guest services

- Voice mail service with instructions in a choice of multiple languages
- Do-not-disturb function
- Direct dialing of outgoing calls
- Automatic wake-up calls in a choice of multiple languages
- Message-waiting indicator can be activated by the guest or staff
- Guest's name, extension number and language automatically displayed when calling service quarters
- Non-dial service telephones in public areas for direct access to taxi, airline or switchboard service, etc

Compact operator console, Dialog 4224 Operator

The terminal is no bigger than standard digital telephone instruments. The connection to the MD110 PBX is made via one standard-pair cable to any outlet in the house.

The size, simplicity and cost of the terminal makes it the perfect choice when traffic intensity is not too heavy or when space is a limiting factor.

Operator Workstation

The MD110 Operator Workstation (OWS) integrates advanced call handling and dedicated information management functions, such as directory search, message and diversion handling.

Guest room information, such as name and room number is automatically displayed on calls from hotel guests.

Technical specifications

Dimensions and weight

	1 module	2 modules	3 modules	4 modules
Height (mm/in)	630/24.8	1030/40.5	1430/56.3	1830/72.0
Width (mm/in)	598/23.5	598/23.5	598/23.5	598/23.5
Depth (mm/in)	355/14.0	355/14.0	355/14.0	355/14.0
Weight (kg/lbs)	45/99	85/187	125/275	165/363

MD110 Hospitality Application configurations

A stack of 4 modules can support up to 640 extensions (digital or analog) and 256 trunk lines.

Larger systems, up to 5000 rooms or more, are configured by adding more stacks.

Mains supply

115–230 V AC±15%, 50–60 Hz

Complies with IEC 950

Environmental data

During operation:

Temperature	+5°C to +40°C (41°F to 104°F)
Relative humidity	20–80%

No forced cooling required

height

width

depth

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