

NFON AG launches Nhospitality – Star Inn Hotels announced as first reference site

Nhospitality is the cloud-based solution to the communications requirements of the hospitality sector, and helps to maximise resource and cost effectiveness.

- > **Nhospitality is the cloud-based answer to the communications requirements of the hospitality industry**
- > **Every established PMS can be connected to Nhospitality**
- > **Nhospitality helps plan and use resources in an efficient and cost-effective way.**
- > **Nhospitality is for hotels and all other types and sizes of businesses in the hospitality sector**
- > **Nhospitality meets the requirements of operational cost efficiency**

NFON AG, a leading global provider of cloud-based telephone solutions, is presenting **Nhospitality**, and is introducing its first reference customer, Star Inn Hotels Deutschland GmbH. The group, which is in the 3 star premium sector, has been experiencing strong growth for more than a decade, and is starting its collaboration with NFON AG with the Star Inn Hotel Premium in Dresden. Reiner Bauch, CEO of Star Inn Hotels says: *"We want to be the best in our class. Guests and staff alike must feel this. Nhospitality is an important and fitting cornerstone for the success of our company."* Effective communications management as well as integration into mobile services are fundamental components of Nhospitality.

Nhospitality is a central, virtual middleware solution, tailor-made for the hospitality industry, which can mediate between a hotel system (Property Management System) and the NFON telephone system and has hotel-specific features at its disposal. Thorsten Spanka, NFON's Hospitality Sales Director says: *"Really good communications are essential for a first-class service. Nhospitality offers effective solutions for a hotel's entire requirements." The Star Inn Hotel Premium in Dresden is a great partner for starting Nhospitality. Both businesses concentrate on effective service for customers whilst not sacrificing comfort."*

**Nhospitality
offers effective
solutions for
every require-
ment**

Nhospitality is pushing forward digitalisation in the hospitality industry. Up to 80 different property management and other hotel systems (for example Micros, Protel, Infor, IAC-Box and many more) can be handled by Nhospitality. The key word is interface-minimisation: the Nhospitality customer can connect to high-speed Internet access (HSIA), TV and other networks. In this way, individual guest packages can be created, which not only increase customer satisfaction, but in the long-term help with customer retention and new customer acquisition by means of new and innovative marketing models.

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With the call-centre analysis function, all internal and external call activity can be monitored – this allows, for example, for efficient management of various services. Room service, maintenance, and housekeeping can also be contacted at any time through BYOD. Jürgen Städing says: *“A further important and outstanding feature of Nhospitality is service tracking. Staff can log a room as ‘cleaned’ or register a request or complaint using a mobile device. This helps with time management, and relevant data is stored both on NFON-Cloud and the hotel system”.*

Another feature which can help to improve service is NFON's FMC client. Every employee is integrated with a fixed-line number via WLAN and GSM, and can be contacted at any time. Thorsten Spanka: *“Management expects to be able to reach its employees by mobile in order to deal with guests' requirements swiftly. It is specifically in this context that management can make efficient use of resources, thereby making real cost-savings.”* Reiner Bauch elaborates: *“Nhospitality is a huge plus for our hotels.”*

**Efficient and
costeffective
use of resources**

The showpiece of Star Inn Hotels in Germany – the Star Inn Hotel Premium Dresden in Haus Altmarkt - was opened just a few weeks ago. NFON's cloud-based telephone system was already operational a long time before the opening. Reiner Bauch says: *“We are an innovative and greatly expanding business, and we need partners who speak our language and understand our actual needs. The know-how and cutting edge nature of both companies fit together perfectly.”* There are currently three more hotels in Germany that are equipped with NFON's cloud-based telephone system and Nhospitality: Munich Premium Domagkstrasse, Stuttgart Airport-Messe and Hannover.

> Note: The release of the products featured in CeBIT 2015 will also be rolled out outside Germany following adjustment for the international market. This is due to the numerous individual measures required, for example in legal provision, usability and localisation.

For further information and interview requests, please see the contact list below. Information about NFON AG can be found at nfon.com. Current press releases and images are available for download at: newsroom.nfon.com.

About NFON AG

Business communication worldwide is undergoing the biggest transformation in its history. A cloud-

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based telephone system is a future-proof investment for businesses. NFON provides unlimited performance for every requirement for businesses employing between 2 and 249,000 people. NFON is a 'Made in Germany' cloud solution, and stands for data protection, reliability and TÜV-certified sound quality. It is thanks to this, as well as its more than 150 intelligent features, its simplicity, cost-effectiveness and fundamental security features, that NFON AG has become a global provider. NFON AG operates in 12 European countries and is run by CEO Martin Czermin and four other executive directors. Its headquarters are in Munich.

> NFON UK is NFON AG's UK entity based in London

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