Avaya Intelligent Hotel Room Experience Puts Guests in Complete Control with Customizable Digital Concierge

Increases Customer Loyalty and Drives Additional Hotel Revenue

HITEC 2019 – Minneapolis, MN – June 17, 2019 – Avaya Holdings Corp. (NYSE: AVYA), a global leader in solutions to enhance and simplify communications and collaboration, today introduced its new Intelligent Hotel Room Experience package for partners and hospitality customers. The Intelligent Hotel Room Experience includes the award-winning Avaya Vantage™ portfolio of Avaya IX™ Multimedia Devices as the smartphone application platform designed to transform any hotel room for a unique guest experience. This digital concierge can provide services at the touch of a screen or even on voice command, including venue information, promos, a city guide, in-room dining, housekeeping, spa reservations, restaurant bookings, thermostat control, door lock, door camera, plus IPTV and set-top-box integration.

The Avaya Intelligent Hotel Room Experience – including devices, application, customization and integration – is now orderable as a packaged offer from Avaya. Previously, Avaya partners or customers would have had to work with third party application providers for the development and support of this type of solution. Now they can easily purchase an end-to-end integrated solution they can trust and that is backed up by Avaya’s global support team.

“Every guest desires a first-class experience, and that should begin the moment they step into their hotel room. With the Avaya Intelligent Hotel Room Experience, centered around the Avaya Vantage desktop smartphone, we’re enabling leading hotels and resorts to provide the experiences that convert customers into fans,” said Chris McGugan, senior vice president, Solutions & Technology, Avaya. “Avaya understands that fans are brand advocates who not only represent repeat business, but drive the word-of-mouth that is vital to the hospitality industry.”

The Avaya Vantage is an all-glass, Google Play Store certified programmable smart device that can run cloud-based applications and supports wired and wireless connectivity. The Intelligent Hotel Room Experience uses the Avaya Vantage device in conjunction with the Avaya Breeze CSDK tool. This solution has multiple integration points into the hotel, including room controls, point-of-sale systems, property management systems, hotel service providers, hotel communications, social media posting sites, IPTV controls and third-party reservation systems.

The Avaya Intelligent Hotel Room Experience is one result of the extensive ecosystem of Avaya Vantage application developer partners and solutions that Avaya is actively expanding.

“Hospitality is the #1 vertical opportunity for advanced IP media devices like the Avaya Vantage. We expect the overall market for these devices to grow at 11.2% CAGR in terms of shipments between 2018 and 2025, said Alaa Sayed, ICT industry director, Frost & Sullivan. “This is the highest growth rate of any phone category that we track, and with its focus and investment in providing unique solutions for this market, Avaya is enabling the hospitality industry to create experiences that matter for their guests.”
Avaya also announced further portfolio capabilities, including additional devices for the Avaya IX™ Hospitality portfolio. Avaya IX Hospitality Phones H109 and H129 address hospitality customer demand for analog phone sets that can deliver an Avaya-quality experience directly to hotel guests without requiring room rewiring to support Ethernet connections. Since their introduction last year, Avaya IX Hospitality Phones are being adopted by resorts all over the world, and receiving high marks from their guests.

To support the special guest experiences that hotels and resorts provide through their unique brand identities and interior designs, Avaya has also introduced customizable faceplates and a white color option for its Avaya IX IP Phones. Now Avaya’s hospitality customers can provide a seamless and unique look for their room phones that supports the personality, desirability and familiarity their brand represents to valued guests.

In addition to working with Avaya’s communications solutions, each of these devices support “open” connectivity to the on-premise or cloud communications platform of choice.

**Additional Resources**
- Learn more about [Avaya IX Devices portfolio](#) and the [Avaya IX™ Hospitality Catalog](#)
- Read how your [next hotel room may be much more intelligent](#)
- See how to [delight your hospitality guests with modern communication experiences](#)
- Find more information on [Avaya Intelligent Hotel Experience](#)

**About Avaya**
Businesses are built on the experiences they provide, and every day millions of those experiences are built by Avaya (NYSE: AVYA). For over one hundred years, we’ve enabled organizations around the globe to win – by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration – in the cloud, on-premise or a hybrid of both. To grow your business, we’re committed to innovation, partnership, and a relentless focus on what’s next. We’re the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).

**Cautionary Note Regarding Forward-Looking Statements**
This document contains certain “forward-looking statements.” All statements other than statements of historical fact are “forward-looking” statements for purposes of the U.S. federal and state securities laws. These statements may be identified by the use of forward-looking terminology such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “might,” “our vision,” “plan,” “potential,” “preliminary,” “predict,” “should,” “will,” or “would” or the negative thereof or other variations thereof or comparable terminology and include, but are not limited to expected feature releases and statements about future products, expected cash savings and statements about growth, exchange listing and improved operational metrics. The Company has based these forward-looking statements on its current expectations, assumptions, estimates and projections. While the Company believes these expectations, assumptions, estimates and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond its control. The factors are discussed in the Company’s Registration Statement on Form 10 filed with the Securities and Exchange Commission, may cause its actual results, performance or achievements to differ materially from any future results, performance or achievements expressed or implied by these forward-looking statements. For a further list and description of such risks and uncertainties, please refer to the Company’s filings with the SEC that are available at [www.sec.gov](http://www.sec.gov). The Company cautions you that the list of important factors included in the Company’s SEC filings may not contain all of the material factors that are important to you. In addition, considering these risks and uncertainties, the matters referred to in the forward-looking statements contained in this report may not in fact occur. The Company undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

*Source: Avaya Newsroom*
Avaya Transforms World’s Top 10 Hotel Groups With Unique Guest Experiences

Avaya IX solutions for hospitality enable leading global hoteliers to deliver unique, digital, personalized guest service options

HITEC 2019 – Minneapolis, MN – June 17, 2019 – Leading hospitality providers are implementing new and innovative ways to enhance guest and staff experiences with the help of unified communications and contact center solutions from Avaya Holdings Corp. (NYSE: AVYA), a global leader in solutions to enhance and simplify communications and collaboration for the global hospitality industry.

According to IDG, 62 percent of businesses believe digital transformation success is defined by excellent customer experience as measured by customer satisfaction scores. Organizations pursuing digital transformation face the challenge of revamping their infrastructure to better meet customer needs, while reducing costs and increasing efficiency. This is even more critical in the world of hospitality, where guest satisfaction is paramount, highly personal, and highly visible.

“As a significant and growing global hospitality brand known for superior guest experiences across our 5,000 resorts and hotels worldwide, Accor chooses our vendors carefully,” said Denis Collette, global call centre IT manager, Accor. “We have been an Avaya customer over the last 20 years and we look to Avaya for our continued growth in enhancing our guest journey. The Avaya IX™ Contact Center solution is rock solid with a history of proven reliability and support.”

Moxy Hotels, Marriott’s newest brand, focuses on providing fresh and innovative experiences to guests by combining stylish design and approachable service at an affordable price point. “To ensure we are giving our guests the finest experience we knew we needed a reliable, rich-feature solution that came in a competitive price point,” said Lowell Beebe-Center, director of operations, Moxy Hotels. “To date, partners Avaya and TAUTO have been extremely responsive and easy to work with, helping us to realize our business needs through features and solutions enabled on our Avaya IX Workplace™ platform. The open API scope and expanded integration with a plethora of hospitality vendors has helped allow for us to have a solution that we can expand and enhance as we add to our guest experiences in the future.”

“Connectivity today is a critical aspect of the hospitality industry. It is essential to have proper infrastructure to provide the reliable services our guests need,” said Joseph Fayad, corporate director IT, TIME Hotels, a chain of four resort brands based in the UAE. “IT’s role is to make the business run more efficiently. An efficient communication system takes this role further by making the business dynamic enough to adapt to future technology evolution. Our new Avaya contact center and unified communications platform helps make it possible for the group to automate key guest services including wake-up calls, reservation reminders, and requests for information on hotel services and local attractions all while helping reduce our CapEx and OpEx by up to 30 percent.”

Avaya solutions to help bolster hospitality experiences enable users to:
• **Transform Guest Service**: Create adaptable, personalized experiences across the end-to-end customer journey through automated in-room capabilities and on-property services, the ability to engage over any device, channel, browser or application, and send custom messages and location-based offers.

• **Empower Employees**: A true digital workplace for enhancing employee experience to integrate communications into daily workflows, automate workflows for improved task management and create workforce optimization tools and secure workplace apps.

• **Enhance Business Process Efficiency**: The agility, flexibility and reliability customers need to create custom applications and workflows, scale agile methods enterprise-wide and integrate core systems with new technologies.

• **Accelerate Revenue Generation**: Continually create new points of differentiation for sustainable growth with real-time revenue generating promotions, in-room Food & Beverage, retail, and mobile ad sales and increase “pop up,” seasonal and fee-based amenities.

“Our focus has always been to use state-of-the-art technologies to offer a better quality of customer experience,” said Antonio Sainz, director of systems, One & Only Palmilla, part of a chain of eleven luxury hotels famous around the world. “We decided to enhance our communications infrastructure to power incredible new functionality for our guests, leveraging Avaya IX Workplace unified communications. Avaya’s integrated solution for calling, meetings, collaboration, mobility and videoconferencing has been seamless and enables us to delight our guests and improve our operational efficiency. We are very pleased with the way Avaya has supported us and provided us with technologies to be successful with customers, at the end this is the most important objective for us.”

Avaya is showcasing its hospitality solutions and more, at its booth #3332 at HITEC Minneapolis, June 17-20, in Minneapolis, MN. #HITEC, #ExperiencesThatMatter

**Additional Resources**

- Find out more about [Avaya Hospitality solutions](https://www.avaya.com/hospitality-solutions/)
- Read about [Improving the Guest Experience with Advanced Communication Solutions for Hotels/Motels](https://resources.idg.com/download/white-paper/2018-digital-business)

**About Avaya**

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Source: Avaya Newsroom

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CuisinArt Golf Resort & Spa Serves Up Unique, Intelligent Guest Room Experiences with Avaya and Percipia

HITEC 2019 – Minneapolis, MN – June 18, 2019 – The award-winning CuisinArt Golf Resort & Spa, part of ‘The Leading Hotels of the World’ brand, has introduced enhanced guest experiences in their 101 suites and villas through the combination of the Avaya Vantage™ portfolio of Avaya IX™ Devices and an advanced hospitality application developed by Percipia.

The renowned 275-acre CuisinArt resort property on the beautiful Caribbean island of Anguilla was devastated by Hurricane Irma in 2017 and re-opened in late 2018 with a redesign of its entire property, villas, and suites. The property’s new guest experience combines the power of the all-glass, touch-screen Avaya Vantage desktop smartphone with the customized Percipia Latitude hospitality mobile application to put all of the hotel’s services as well as additional features at their guests’ fingertips. CuisinArt can now instantly update the application information to reflect special events or highlight services that will deliver a more memorable guest experience. This information is then available in every guest room that is equipped with an Avaya Vantage phone, accessible at the touch of a finger and enabling guests to more fully engage with every amenity and service that the resort has to offer.

“CuisinArt Golf Resort & Spa prides itself on offering our guests a unique blend of relaxed elegance and five-star service, diverse culinary programs, and top-tier golf and spa experience,” said Stephane Zaharia, President & Managing Director, Resorts & Residences by CuisinArt. “We are excited to now also offer our guests the convenience of one-touch access to control their hotel room experience and access all that our resort has to offer to help give them an elevated and unique experience.”

“The incorporation of Percipia’s creative, flexible, and intuitive Latitude hospitality mobile application with Avaya solutions enable a full-service resort or casino to significantly elevate their guest experience,” said Kal MacDonald, Director of Business Operations, Percipia. “The coupling of Percipia’s software with the Avaya products and devices provides customers such as CuisinArt with a best-of-breed production-ready solution that can be deployed in a matter of weeks to give their guests an amplified guest experience.”

“The world’s top ten hotel groups rely on Avaya communications solutions to deliver unique guest experiences that can increase return visits, improve word-of-mouth and generate positive reviews,” said Steve Brock, Avaya IX Devices Marketing, Avaya. “This solution has the dual benefit of delighting hotel guests and driving additional hotel revenue.”

Avaya and Percipia will be highlighting this technology in Avaya Booth #3332 and Percipia Booth #3040 at HITEC Minneapolis, June 17-20, in Minneapolis, MN. #HITEC, #ExperiencesThatMatter

About CuisinArt Golf Resort & Spa
Nestled in the crescent curve of Anguilla’s Rendezvous Bay, CuisinArt Golf Resort & Spa is a five-star beachfront resort on the unspoiled Caribbean island of Anguilla. A luxury icon since opening in 1999, the resort marked its triumphant return following Hurricane Irma in November, 2018 with property-wide upgrades and enhanced golf, wellness, design and amenities. Holding true to its roots, CuisinArt Golf
Resort & Spa offers luxurious beachfront accommodations and private luxury villas along Rendezvous Bay. The resort’s instantly recognizable whitewashed architecture, inspired by the Greek island of Mykonos, creates a visually stunning contrast against sparkling turquoise waters of the Caribbean Sea beneath brilliant blue skies. The resort’s crown jewels include the 18-hole Greg Norman designed golf course, the Spa by CuisinArt, and world-class dining at five distinct restaurants. CuisinArt Golf Resort & Spa is a member of Leading Hotels of the World. For more information or to make reservations, please call (800) 943-3210 or visit www.cuisinartresort.com.

About Percipia
Headquartered in Chicago, Illinois, USA, Percipia’s mission is to continue to be a respected leader in hospitality technology by delivering telephony and mobility solutions, software, and services in the most innovative and cost-effective way. Parallax application (formerly PTCE) was introduced 20 years ago, which enabled them to interface existing telephony systems with nearly all property management systems and third-party applications. Since then, Percipia has evolved their product offering to include a full-featured hospitality telephone system and custom mobile applications which enhances the guest experience and streamlines operations.

At Percipia, they pride themselves on their ability to provide reliable and exceptional service to their global partners, clients, and guests. The Percipia team works diligently to build next generation innovative solutions based on hands-on knowledge of the industry. As a result, they have become a trusted and respected organization who always leads with hospitality.

For additional information about Percipia, call 800-806-0408 or visit www.percipia.com.

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