



M I C R O T E L C H E C K S I N W I T H A D I X

It may sound simple on the surface, but it's a fact of life – hotel guests need reliable and instantaneous communications 24-hours a day. With the current pace of business and of life in general, the nuances of electronic communication, especially on the road, are often anything but simple.

It's a set of issues that proprietors in the accommodations industry know well. With the need to coordinate incoming and outgoing calls, messaging and message notification, faxes, laptop computers, etc., and the need for productive interface with a central reservation system, hotel/motel applications can be among the most demanding environments in the telecom industry.

Fortunately for Microtel Inn of Baton Rouge, Louisiana, Iwatsu America and authorized Iwatsu distributor Ramesys Hospitality, Inc. have

answered the call with the ADIX APS, which can form a seamless interface with the hotel's Property Management System (PMS) to automate functions that previously had to be done by hand.

Upon guest check-in, the ADIX APS automatically opens a long distance account when a credit card is used for payment, displaying the guest's name and room number on a console at the front desk. Conversely, the system will not open an account when the transaction is cash-based. Then on checkout, the ADIX APS instantly turns off the room's long distance capability to ensure against employees or other guests making unauthorized calls from that room.

In addition to the PMS interface, key features of the ADIX APS that directly impact hotel/motel operations include enhanced 911 identification, intercom call restriction, message

waiting control, wake-up calls and wake-up call reporting, and room status management.

According to Ramesys Account Representative Eric Beegle, Microtel is a repeat customer that he has worked with for four years. In February 2000, Ramesys helped Microtel set up the telecommunication installation in their 82-room, 7-single-line administrative-extension Baton Rouge, Louisiana property. Another location, in Mt. Juliet, Tennessee, also features Iwatsu systems installed by Ramesys.

Eric Beegle summarizes the unique advantages of the Iwatsu hotel/motel package plan as follows: “. . . no down payment on installation and the franchisee’s ability to work directly with the manufacturer, and Iwatsu’s expert coordination of the system installation, all add up to an unbeatable combination for the client. Customers who had never heard of Iwatsu quickly learn that Iwatsu’s total package of dependable products, exceptional prices and customer service that is really outstanding. That’s why we recommend Iwatsu with confidence to our clients, and will keep doing so.”

By all accounts, Harvey Curry, General Manager of Microtel Inn, has become a believer in Iwatsu. According to Mr. Curry, “When Eric suggested Iwatsu, I made some phone calls and found a universally favorable response from industry colleagues. The price was certainly right, and I’ve never had any reason to regret the decision. It fits in well for an operation of our size. We have 82 rooms and a handful of independent administrative lines, and Iwatsu has really fulfilled our needs very nicely.”

“Naturally, price was a big factor in favor of Iwatsu, that and the positive references from industry insiders I spoke to. In my experience, the first sixty to ninety days inevitably bring out any problems, and Iwatsu passed that time frame with flying colors. In fact, I would definitely look closely at Iwatsu for any future sites, including larger properties.”



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