



Avaya and Empirix Help Wynn Las Vegas Maintain Five-Star Guest Services

A Sure Bet for Wynn Las Vegas

Wynn Las Vegas, a luxury hotel and destination casino resort in Las Vegas, was expanding its property footprint with a second hotel tower and needed its telephony system to be of the highest quality. As an innovative leader in luxury hospitality and a key customer in Avaya's Global Industries vertical, Wynn Las Vegas sought to mitigate any potential risk associated with the newly configured telephony infrastructure without jeopardizing its five-star rating. Avaya teamed with Empirix, a Platinum-level member in the Avaya DevConnect program, to offer jointly developed and deployed telephony testing services that the house could bet on.

About Wynn Las Vegas

Wynn Las Vegas provides five-star service to guests and business customers. Guests receive a unique resort experience, including award-winning fine dining, entertainment, shopping and access to spa facilities, along with premium guest rooms. Wynn Las Vegas strives to maintain five-star service for every guest, every day.

The second hotel tower at Wynn Las Vegas would add more than 2,000 guest rooms, so the client needed to upgrade its current telephony infrastructure to handle the anticipated increase in calls. A critical requirement for the upgrade was a system that could quickly and successfully register high volumes of IP telephones and deliver numerous wake-up calls during small windows of time.

"Wynn Las Vegas recognized that the design and operation of its hotel applications, which include automatic and VIP wake-up calls and integration with its property management system, was paramount to keeping its high rating," says Velinda Ward, Avaya national account manager. "It's understandable that a company which is expanding its operations would want to thoroughly test any new applications that would impact its customer experience. We knew that if we wanted to win the business, we would have to invest considerable effort to ensure that the network would effectively support the voice and data traffic loads that could be encountered during operation."

Playing to Win With Our Platinum Partner

To deliver the most advanced and complete set of capabilities to Wynn Las Vegas, the Avaya team partnered with Empirix, the leading source for test and monitoring solutions. These solutions measure, manage and enhance the performance of voice applications, contact centers and communication networks. Empirix is Avaya's preferred partner for communications performance testing in the contact center, as well as for overall telephony infrastructure readiness testing.

"We had to make sure that the customer would feel 100-percent confident in Avaya's solutions," says Paris Pitts, Avaya project engagement director. "We wanted not only to provide Wynn Las Vegas with the products it needed to support the growth in infrastructure, but also to give it the tools to prove to AAA, Michelin and Mobil that it still qualified for its high-quality service rating. Proposing Avaya's telephony solutions with testing products from Empirix gave us the edge we needed to convince Wynn Las Vegas we had the winning combination."

Building on Wynn Las Vegas' Existing Avaya Technology

The backbone of the infrastructure deployed in the new hotel is Avaya Communication Manager, an open, scalable and highly reliable telephony solution that provides centralized call control for a resilient, distributed network of analog, digital and IP-based communications devices. Additional Avaya and partner applications handled room-to-room calls and guest wake-up call requests. Empirix was used to test the Avaya solution in real traffic scenarios to prove its true performance capabilities.

"Working with Empirix enabled us to offer Wynn Las Vegas a fully automated, scalable and predictable approach to its telephony performance testing," Pitts says. "We gave the customer the opportunity to simulate and measure the user's

experience in a real-life situation. By automating the testing process, we also could ensure that the implementation would be finished on time and within budget.”

Avaya and Empirix developed a performance-testing plan to simulate peak-load calling patterns and maximum wake-up call requirements. The plan provided three test opportunities to successfully register 20 IP phones per second, verify station-to-station calling and deliver approximately 3,000 wake-up calls within a 15-minute time period.

“Wynn Las Vegas realized that the only way to assure its success was to test the complete environment with the load expected in production,” Ward says. “That way, we could both measure network performance and really hear what the resort’s customers would hear.”

Dealing the Cards: Avaya and Empirix Deliver the Solution

To simulate the IP phones that would eventually exist in the new hotel, Empirix deployed VoIP-based call-answering hardware, including network traffic monitoring equipment, to the test facilities in Las Vegas. Avaya Communication Manager generated test VoIP calls, which crossed an Extreme Networks 12804 switch before terminating at one of four Empirix FX-IP call-answering devices used to receive the calls. Calls were encoded to emulate the characteristics of actual calls delivered into each guest room. The simulation included five distinct tests:

- **Verification.** Empirix first verified that the IP phone registration process worked on each of the 920 channels.
- **Registration.** Using a very slow rate of one registration per second, the system proved to be properly integrated and demonstrated that the signaling messages were routing correctly through the network switch to the gatekeeper.
- **Connectivity.** Once registration was confirmed, each channel was tested by establishing a voice path between two endpoints.
- **Routing.** A test call using an Avaya-provided announcement server was sent from one station to another, verifying that the call routing was successful and the announcement was heard.
- **Confirmation.** The final test sent a single wake-up call to each channel, testing and confirming call receipt and announcement voice quality.

“The Empirix tests not only proved that wake-up calls could be delivered at a high volume, but the voice quality was also consistently high – so all announcements could be heard and understood by all endpoints,” says Marie Laguna, Avaya program manager.

As each test was executed, the VoIP network data was captured by the Empirix Hammer Call Analyzer packet trace tool. The Hammer Call Analyzer provided an independent, packet-based quantitative analysis of transfer data, which included timing metrics and network activity. Using this information, along with test data collected through the Empirix CallMaster test management server, Avaya and Empirix delivered summary reports to Wynn Las Vegas that showed successful registrations, registration rates and wake-up call deliveries.

The flexible and responsive test implementation from Avaya and Empirix allowed Avaya to establish and meet the Wynn Las Vegas test objectives: to verify that the Avaya Communication Manager infrastructure would perform as expected with the additional guest rooms. What’s more, Wynn Las Vegas has confirmed that its network can support 3,000 VoIP wake-up calls in a 15-minute period.

“The Avaya and Empirix joint solution helped Wynn Las Vegas feel more confident about implementing its expanded contact center technologies,” says JP Ayache, Wynn telecom director. “By duplicating real-world call volume and traffic conditions in a pre-deployment environment, we could demonstrate that the implemented Avaya applications would work as intended once the guest calls started pouring in.”

“We were able to document the performance test results, giving our customer actual proof of consistently high voice quality on each call – so it can feel confident that its guests will receive the quality of service they expect,” Laguna says. “And, of course, Wynn Las Vegas can feel confident that the design and operation of its telecommunications system will help maintain its all-important five-star rating.”



Lessons Learned

When customers need additional assurance that their implementation is going to work as promised, we recommend:

Using the tools and skills offered by Avaya partners. Our network of partners and alliances unites business partners, alliances, consultants, service providers and developers under a single worldwide program. Our partner solutions enhance our own offerings, providing our customers with the tools and results they require.

Recognizing that outside factors can be leveraged to influence the selection of a solution. Given today's economy, the scrutiny of government regulations and the requirements of best-practice frameworks, additional dynamics often influence a customer's purchase. *"It was worth asking about outside influences,"* Pitts says. *"The importance of keeping the five-star rating was huge in Wynn Las Vegas' decision-making process. When we demonstrated that we could provide the solution it needed to achieve that goal, winning the business was significantly easier."*

Providing proof of a successful implementation. *"With the thorough testing capabilities of the Empirix solution, we could simulate customer calls at volumes even greater than Wynn Las Vegas was expecting to receive – and answer any performance questions – before the solution was put into production,"* Laguna says.

Take the Opportunity

With the addition of a new hotel tower and an expanded volume of guests making and receiving calls, Wynn Las Vegas had a distinct need – and Avaya was there to meet it. By combining the Empirix solution with Avaya's, we offered comprehensive proof of the advantages of our offerings, ensuring the results the customer required. Joint solutions from the DevConnect Partner program help complete Avaya solutions for our customers.

Learn more about what these solutions have to offer, and you will find it easier to consistently gain an edge over the competition.

Take the opportunity to learn more about our Avaya Professional Services Offers and our DevConnect Partner program. Visit the Global Sales Portal at the Services section and click on Avaya Professional Services, or visit https://devconnect.avaya.com/public/search/d_cprofile.jsp?search=1&i=299

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