

NEC Launches new Global Executive Hospitality Partner Program

NEC reinforces leadership in Global Hospitality Solutions with new Partner Program as important part of NEC Smart Hospitality

Hilversum, 11 December 2014 – With the launch of its Global Hospitality Partner Program, NEC is reinforcing the company's leadership in providing best in class IT & Communications solutions to the Hospitality sector and driving its accredited Business Partners towards further success.

Kees van Donk, Director Hospitality at NEC Enterprise Solutions, explains: "As a subset of NEC Smart Hospitality, this program aims at mutual growth and profitability in the important Hospitality sector. Through this program we recognize and support Business Partners that invest in and promote the value of our integrated solutions, enabling them to go-to-market more successfully and help them to create new, profitable opportunities".

Executive Hospitality Partnership

The program addresses and supports the 4 main aspects of Sell, Learn, Support and Promote and includes marketing support in raising awareness, developing leads, training staff and supporting implementations.

The first 2 partners which have the honor to become Executive Hospitality Partner within NEC's Smart Hospitality framework, are Advance in Russia and Teksam in Turkey.

Supplier of choice to the Hospitality industry

Across all major geographic regions NEC is one of the key suppliers of choice to the Hospitality industry. By merging leading IT and Communication technologies, NEC deploys solutions with the scalability, capability and affordability to meet the demanding business needs of hotels, event centers, cruiselines and travel organizations.

As Anton Dunaev, Head of Telecommunications & IT of Advance, confirms: "Thanks to the continued focus and support of NEC on the international hospitality industry, we have been able to establish Advance as the leading Hospitality Communications System Integrator in Russia. We are thrilled to have been selected to join this program. This will further strengthen our activities and our continued success in working with leading national and international hotel operators like Hilton and Marriott.

Cem Lokcu, Managing Director of Teksam, adds: "I fully underline the words of Mr. Dunaev. Indeed our partnership with NEC in Hospitality has been extremely successful. Teksam now becoming one of the first NEC Executive Hospitality Partners, makes us extremely proud – yet it is only the beginning. The partnership between Teksam and NEC has led to successful installations within leading international brands such as Mandarin Oriental, Sheraton and St. Regis. We are looking forward to an aggressive growth for Teksam and NEC in the booming Turkish Hospitality market".

"Important to emphasize is that both the NEC Smart Hospitality framework – as well as the NEC Executive Hospitality Partner Program are truly Global initiatives. As partners enhance their certification status in our Executive Partner Program, further benefits become available. And the higher the achievements, the greater the rewards," concludes van Donk.

For more information please contact NEC Enterprise Solutions:

Robert van Amerongen

Tel: +31 35 689 1521

robert.van.amerongen@emea.nec.com

About NEC Enterprise Solutions

NEC Enterprise Solutions provides IT & Communication solutions to small, medium and large enterprises in both the private and public sectors. Designed for open connectivity, high availability and flexible growth, our innovative solutions incorporate the latest voice, data and video technologies and enable real-time, collaborative working, increased productivity and customer satisfaction. Our servers, storage solutions, software and virtualised workstations enable businesses to maximise operational efficiency, performance and profitability. NEC Enterprise Solutions serves its customers across EMEA (Europe, Middle East & Africa) through a network of direct sales organizations, business partners and value-added resellers. For more information, please visit: <http://www.nec-enterprise.com>.

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at <http://www.nec.com>.

Additional resources:



Twitter: <https://twitter.com/necenterprise>

Facebook: <https://www.facebook.com/nec.global>

LinkedIn: <http://www.linkedin.com/company/nec>

YouTube: <http://www.youtube.com/user/NECinfrontia>

Blog: <http://www.nec-enterprise.com/Blog>