

Miami Beach Hotel Migrates to IP Telephony and Modernizes Guest Communications

CASE STUDY

"NVT Phybridge enabled us to move into the world of IP Telephony without the expense of remodeling," Joan Rowland, Director of IT – Palms Hotel.

Executive Summary

Palms Hotel & Spa
Industry: Hospitality
Location: Miami Beach, Florida

CHALLENGE

- Costs typically associated with migration to IP telephony.
- Expenses of updating infrastructure to support IP telephony roll-out.

SOLUTION

- VoIP migration solution using NVT Phybridge Long Reach Ethernet Switches.

RESULTS

- Leveraging of existing infrastructure.
- Enhanced guest experience, improved Internet access and IP telephony.
- Significant financial and time savings.
- Quick & easy deployment with no remodeling expenses.

PRODUCT LIST

NVT Phybridge Switch Series

Just minutes from the heart of South Beach, The Palms Hotel & Spa combines exceptional service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. Privately owned and managed by The Krause family, who also own the boutique-style Circa 39 in Miami Beach, The Palms sits on its own stretch of beach just 12 miles from Miami International Airport. The AAA Four Diamond property is a member of Preferred Hotels & Resorts as well as Époque Hotels.

Challenge

The Palms Hotel & Spa was looking to modernize their guest communication offering and wanted to migrate to IP telephony and improve guest Internet services. The biggest barrier to adoption was the disruption and the costs and unknowns associated with getting the infrastructure updated to support an IP telephony roll-out. Due to these reasons the Palms Hotel did not feel comfortable with proceeding with the migration to IP Telephony and Unified Communications.

Solution

Joan Rowland, Director of IT for the Palms Hotel & Spa was introduced to NVT Phybridge and immediately appreciated the value proposition it had to offer. The unique capabilities of Ethernet and Power over Ethernet over a single pair of telephony grade wiring with reach of over 1,200 ft. allowed The Palms Hotel to leverage their existing telephony infrastructure and enhance their guest experience with improved Internet access and IP telephony.

"NVT Phybridge enabled us to move into the world of IP Telephony without the expense of remodeling" said Joan Rowland, Director of IT for the Palms Hotel, *"deployment was very easy on my part"*.

In addition to IP telephony and improved Internet access, the backbone will also support triple play further extending the value proposition if the customer wanted to migrate to IP TV.

Results

The Palms Hotel & Spa was able to quickly & efficiently modernize their guest communication offering by migrating to IP telephony with the help of NVT Phybridge. The NVT Phybridge solution allowed The Palms Hotel & Spa to break all barriers to adoption of this new system and benefitted greatly from the results provided, which include:

- Graceful, non-disruptive migration to IP telephony, improved internet access and triple play support capability;
- Ability to leverage existing telephony infrastructure eliminating risk and greatly reducing cost and disruption;
- Voice quality similar to legacy networks due to point-to-point topology; and
- Significant reduction in deployment time and cost.