

# University-Hotel Upgrades to Five-Star Communications Infrastructure

## CASE STUDY

Cornell University's Statler Hotel moves to IP with the NVT Phybridge switch innovation.

### Executive Summary

The Museum of Islamic Art  
Industry: Hospitality, Education  
Location: Ithaca, New York

#### CHALLENGE

- Ability of existing infrastructure to support an IP migration.
- Time constraints of deploying a new solution in the 24/7 hospitality industry with no room for business disruption.

#### SOLUTION

- VoIP migration solution using Long Reach Ethernet Switches

#### RESULTS

- Full migration in less than one week.
- VoIP migration using existing CAT3 cabling.
- Significant financial and time savings.
- No call quality issues during or after deployment.

#### PRODUCT LIST

NVT Phybridge PoLRE Switch Series

The Statler Hotel & J. Willard Marriott Executive Education Center is located in Ithaca, New York, right in the heart of the Cornell University Campus. Operated in conjunction with Cornell's School of Hotel Administration, The Statler serves clientele by combining the knowledge of seasoned hospitality professionals with that of eager, ambitious students.

### Challenge

The Statler Hotel became the world's first teaching hotel when it opened its doors to the public in the 1950s. Since that time, the hotel has grown to a 153 room home-away-from-home to students, corporate travellers and tourists and continues to be recognized for its award-winning facilities and customer service.

The Statler Hotel was managing its telecommunications requirements using an aged Nortel switch with a Meridian voicemail system. Both were reaching 'end of life' status and needed to be replaced. Additionally, the wiring plant was over twenty years old and showed the effects of numerous moves, additions and deletions as the hotel was expanded and renovated.

The Statler's Information Technologies department wanted to make the transition to premise-based VoIP, but they were concerned that the current Category 3 (CAT 3) cabling was insufficient to support VoIP technology. The time required to rewire the guest rooms and administrative areas, combined with replacing the phone and voice-mail systems throughout the hotel, was simply not feasible. Simply put, The Statler Hotel is truly a 24-hour, 7 day a week operation and hotel guests expect telecommunications services to be up and running when they check in to their rooms.

In considering LAN readiness and IP migration solutions, The Statler Hotel identified some key network concerns and barriers including:

- Eliminating any deployment disruptions and risks to hotel guests or administrators during the migration process;
- Concerns surrounding the reduction of change management complexity, not only for hotel staff, but for new guests arriving on a daily basis;
- Ensuring quality of service and voice continuity, regardless of data network loads or down time; and
- The physical limitations of a CAT 3 cabling network and the equally limiting financial impact of rewiring the entire current IT infrastructure.

### Solution

The Statler Hotel was working with New York-based technology and consulting design firms, Michael Raiser Associates and DCI design, specialists in innovative IT solutions for the hospitality industry. Both firms recommended the NVT Phybridge VoIP solution that would create a physical separate voice path using existing CAT 3 wiring.

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"We haven't experienced any call quality issues, or any other kind for that matter ... we are very happy with the NVT Phybridge solution, and highly recommend it to other hotels!"

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Debbi Kruszewski-Warner Director  
Statler Information Technologies

The first step to migration was to update the infrastructure's vertical wiring and rewire the guest rooms. Next, the NVT Phybridge solution was deployed to support the VoIP telephones in all of the administrative areas, including the front desk of the hotel.

The wiring in the hotel's administrative areas was complex because it included food and beverage locations with point of sale (POS) terminals for customer payments. If the decision had been made to rewire the entire infrastructure for voice, the hotel would have converted data simultaneously, making its one week timeline unattainable.

"Due to infrastructure challenges and time constraints, it was not possible to complete all rewiring and IDF closet requirements at one time," said Debbi Kruszewski-Warner, Director, Statler Information Technologies. "With the NVT Phybridge PoLRE solution we didn't have to, as it enabled us to provide seamless VoIP in all locations."

### Results

The NVT Phybridge solution allowed The Statler Hotel to complete the VoIP conversion during a one week spring break time period. By eliminating the need to rewire the infrastructure there was very little displacement of staff during deployment. In addition to significant time savings, the hotel saved on its original estimates of having to rewire the entire hotel. Most importantly, the migration was seamless to staff and guests, allowing The Statler Hotel to continue providing outstanding service to its customers.