



Hospitality

Daily Use

- Guest services
- Employee communications

Solution

- 150 Polycom® SpectraLink® 8030 and 8020 handsets
- Hotel Internet Services' Integrated Voice and Data System
- Ruckus Wireless Wi-Fi infrastructure
- M-Tech HotSOS

Results and Benefits

- Improved responsiveness to guest requests, helping the hotel meet its goal of providing the ultimate luxury experience
- Immediate ROI due to significantly reduced cellular costs

Partner

- Hotel Internet Services
www.hotelwifi.com

Trump International Beach Resort Enhances Guest Experience with Polycom® Wireless Communications & Hotel Internet Services

Trump International Beach Resort is a lavish oceanfront oasis that was recently named one of the Leading Hotels of the World. The property offers 390 oversized guest rooms and suites, each with a private balcony and spectacular views. Luxurious amenities at Trump International include a full-service spa and fitness center, two restaurants, three lounges, tennis, a business center, and 22,000 square feet of meeting and banquet space. Since its opening in 2003, the Trump International Beach Resort has been consistently hailed as one of the best Miami luxury hotels.

Trump International Beach Resort is committed to providing the ultimate guest experience and is always looking for new and innovative ways to meet that goal, including integration of the latest technology into its operations.

Understanding that rapid communication among hotel staff greatly enhances the overall customer experience, Trump International Beach Resort management equipped hotel staff with 150 Polycom® SpectraLink® 8020 and 8030 wireless telephones. The handsets allow staff to communicate in real time from anywhere on the property—from the front desk, bell desk, and concierge to catering, housekeeping, and engineering services. The handsets are durable, feature-rich, and cost-effective and help resort employees to streamline communications across the property.

A Solution that Delivers

The SpectraLink 8020 and 8030 handsets operate on a Ruckus Wireless Wi-Fi infrastructure, which covers more than 500,000 square feet of space including 390 guest rooms, 22,000 square feet of conference space, and the resort's beachfront, administrative offices, restaurants, retail shops, bar/lounge areas, lobby, pools, and parking structures. In addition to voice over wireless LAN (VoWLAN) calls, the handsets offer push-to-talk (PTT) voice communications in a slim, sleek design, with the ability to assign 24 separate workgroups for targeted multicast communications.

For the deployment of its property-wide wireless communication network, Trump International Beach Resort teamed with Hotel Internet Services (HIS), which provides equipment and services, including Wi-Fi systems, IPTV, VOD, VOIP, and unattended business centers, to hotels, resorts, casinos, timeshares, condos, conference centers and RV parks. Gary Patrick, CEO

“With the Polycom SpectraLink wireless deployment, there is no place on the property that isn’t connected.”

Colin B. Gold, General Manager, Trump International Beach Resort



of HIS, comments on why Trump International chose the Polycom SpectraLink system, "Resort management looked at other wireless communication systems and realized that, without a doubt, the Polycom SpectraLink solution offered the greatest up-front savings and added return on investment with regard to the property's existing telephone infrastructure. Plus, Polycom and SpectraLink are brand names they knew they could trust."

In addition, competitive offerings evaluated by Trump International would have required significantly more wireless equipment than the Ruckus and Polycom solution, resulting in a steep price increase. Trump International was also able to leverage the wireless infrastructure it was in the process of implementing and capitalize on the fact that the SpectraLink handsets integrate with its existing NEC 2400 phone system.

The wireless phones provide more than just voice communication by integrating with M-Tech's HotSOS (Hotel Service Optimization System) application. This integration allows guest requests, service orders, and incident notifications to flow quickly through the hotel system so that the right person receives the right information quickly. HotSOS supports two-way text messaging communication with the SpectraLink handsets, so resort staff can instantly update room, work, and incident status in real-time without calling a dispatcher. Work orders are displayed on the handsets for users to accept and tag as completed using the wireless telephone keypad.

Seeing Results

"Before we had ubiquitous Wi-Fi coverage coupled with the Polycom SpectraLink phones, we had to use walkie-talkies and cellular phones to try to communicate with each other throughout the property," says Colin B. Gold, Trump International Beach General Manager. "Now we have seamless, reliable, real-time communications throughout the property and across our organization, allowing us to be more responsive and provide our guests with the ultimate luxury experience."

For example, the moment a bellman spots a VIP or celebrity guest at the front door, he can immediately alert hotel staff to make sure the guest is taken care of from the smallest detail like doors being opened to grand gestures such as arranging for champagne and strawberries in the room—the very things that set the Trump International apart.

Gold adds, "Guest satisfaction was already high, but we expect to see it increase even more with our improved communications system. Additionally we're seeing immediate ROI because we were able to cut back significantly on our cellular costs."

The increased coverage area enabled by the Polycom SpectraLink solution has been a boon to communications within the Trump International property, ensuring connectivity in some of the most remote places and difficult environments for wireless.

"With 34 floors, seamless connectivity is key, especially in places like the elevators," explains Gold. "We have bellmen taking guests up to their rooms all day long and food service, maid service, and security are up and down in the elevators all the time. With the SpectraLink wireless deployment, there is no place on the property that isn't connected."

Expanding the Deployment

Moving forward, Trump International will be able to leverage its SpectraLink investment even further through integration with the property's HVAC system and the addition of a point-of-sale application for sales of food and beverages by the pool or at the beach.

"All in all, we're very pleased with the Polycom SpectraLink devices," says Gold. "They've enabled us to provide faster, improved services to our guests—and ultimately, guest satisfaction is what Trump International is all about."

Learn More

Polycom, Inc. is the global leader in telepresence, video, and voice solutions and a visionary in communications that empower people to connect and collaborate everywhere. Visit us at www.polycom.com to find out how Polycom solutions can benefit your organization.

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