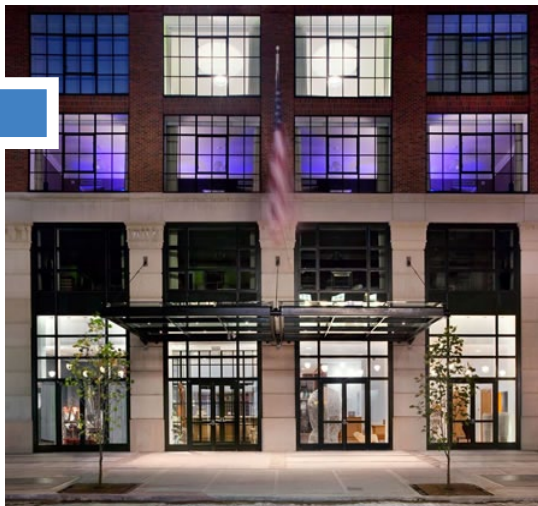


[CASE STUDY]

Customer: Crosby Street Hotel

Solution: On-site Wireless Handsets & Messaging



THE CROSBY STREET HOTEL CASE STUDY IMPROVING THE GUEST EXPERIENCE & ENHANCING OPERATIONAL EFFICIENCY

The Crosby Street Hotel, owned and operated by Firmdale Hotels, is situated on a quiet cobbled street in the heart of New York's vibrant SoHo neighborhood. The hotel consists of 86 rooms and suites individually designed by owner Kit Kemp in a fresh contemporary style with a unique use of color and texture, combined with modern and antique furniture and original art. The Crosby Street Hotel prides itself in creating a luxurious atmosphere coupled with the finest in individualized service.

Implementation Challenge

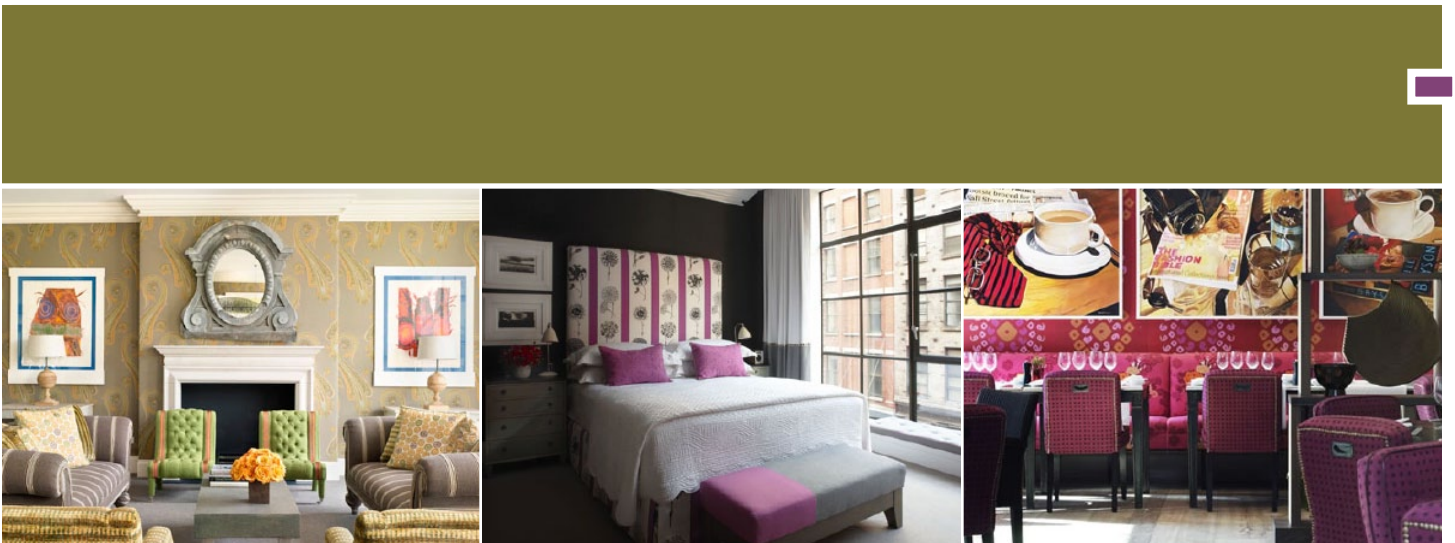
Offer an improved guest experience through the deployment of a wireless communication system for hotel staff that complements the focus on individualized services.

In the highly competitive hospitality industry, differentiation through the guest experience is essential to guest retention and growth. The ability to offer guests prompt attention requires precise communication and timely response.

Communication technology plays an ever increasing role in delivering differentiated services. The ability to react immediately to a guest request is augmented with a fully integrated wireless communication system.

The Group IT Manager for Firmdale Hotels, Mark Rupert Read, is well aware that a highly mobile workforce must be available 24/7 to respond to guest needs, no matter where they are on the property. To accommodate this high degree of availability, an on-site wireless communication system was considered essential to allow employees to be mobile while still remaining immediately responsive to guest requests.

[CASE STUDY]



“We needed a wireless system that would support staff mobility as well as provide integration to our operational systems.”

— Mark Read, Group IT Manager

In addition to providing wireless voice and messaging, the on-site wireless communication system would also be utilized to ensure a secure environment for hotel guests and staff, and deliver operational efficiencies. Delivering timely information to the point of need improves a hotel’s response time and their ability to exceed customer expectations.

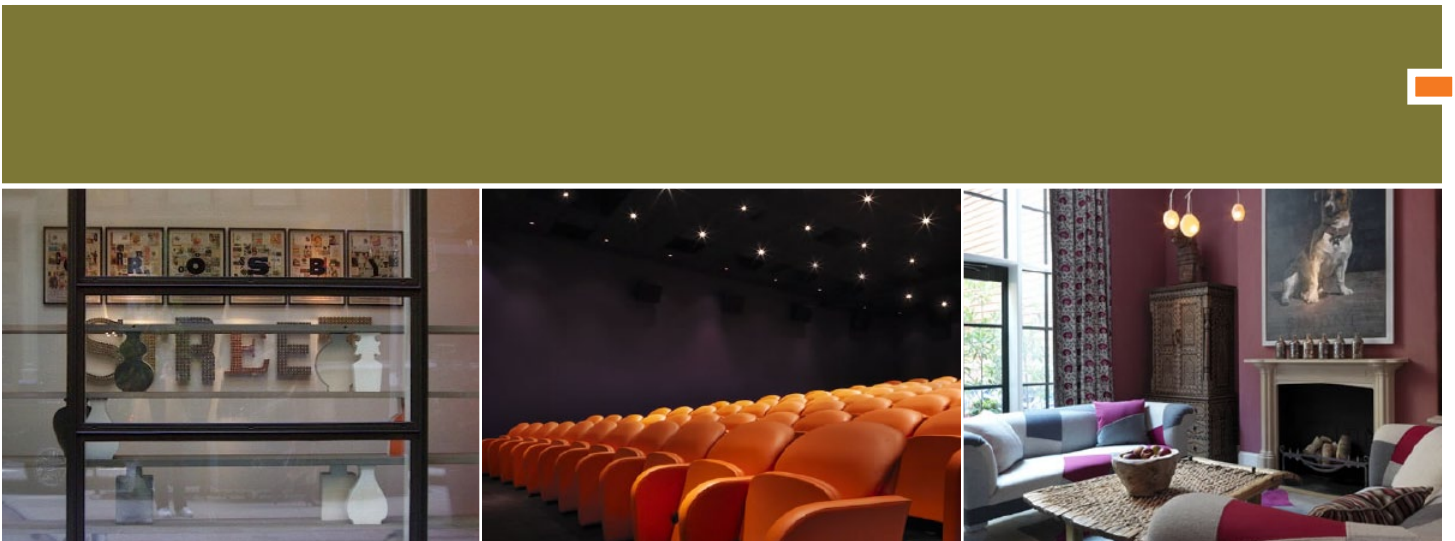
The Ascom Solution

After evaluating their options the Crosby Street Hotel chose to deploy an Ascom Freetset IP-DECT on-site wireless system to enable access to the hotel staff anywhere on premise. The Ascom IP-DECT system provides coverage throughout the entire hotel building including the roof, basement, courtyard, and the street directly in front of the hotel. The Ascom DECT wireless handsets are provided to a variety of hotel staff members from engineering to housekeeping. Whether greeting a guest upon their arrival or delivering room service, the Ascom IP-DECT system helps ensure prompt response to guest needs.



The decision to select Ascom was also driven by the need to deploy a wireless communication platform capable of integrating to a broad range existing and future systems. Firmdale Hotels Group IT Manger, Mark Rupert Read said, “Mobile devices are critical tools for improving the guest experience, and when combined with integration to mission-critical systems, can be a very effective means of delivering superior guest services.”

[CASE STUDY]



Deploying the IP-DECT system was preferred by the hotel over a VoWiFi option due to concern over competing WLANs in the adjacent area, potentially resulting in poor voice quality. Firmdale Hotels has successfully deployed Ascom DECT systems at other sites around the world and fully understands the overall reliable performance, ease-of-use, and simplified management capability that they have relied upon at their other hotels. Since the hotel operates around the clock, the robustness of the Ascom 9d24 Messenger handset was a significant factor in the selection process.

The Ascom wireless handsets are connected via SIP (Session Initiation Protocol) to a Mitel 3300 IP-PBX. The Ascom 9d24 Messenger handset easily registers to the PBX like any other wired handset deployed throughout the hotel. The SIP connectivity simplifies configuration by having a single point of administration for both wired and wireless handsets.

In addition to mobile voice, Crosby Street Hotel staff utilizes handset to handset text messaging as a means of discreetly communicating between staff members. The Hotel also deployed an Ascom UNITE system alarm module enabling door alarm messaging to the handset and Communication Server delivering remote management capability. This allows the hotel staff to monitor exits automatically for improved security. With the Firmdale Hotels IT group located in London, the need to manage the IP-DECT system remotely was imperative.

Ascom's unique ability as a wireless on-site solution provider with expertise in enabling smart integration with a broad of range operational systems was truly a winning combination.

ASCOM IP-DECT SOLUTION BENEFITS



Enhance customer facing services.



Optimize hotel operations and workflow.



Better organize staff assignments.



Enhance guest and staff security.



Fully utilize limited resources.



Integrate with operational systems.

About Ascom

Ascom is the Americas' market leading developer of workplace wireless communication solutions providing system users with greater freedom of movement, better service and increased safety. Our research and development focuses on products and solutions for our core business of on-site wireless communication. We are committed to providing the Americas with products that are unique, durable and innovative.