

CASE STUDY

The luxurious new Renaissance® Montgomery hotel and conference center has achieved exceptional, world-class telecommunications for the pleasure of their guests and the productivity of all staff members



Challenge	Solution
<p>The Renaissance Montgomery was conceived as a world-class luxury hotel, spa, entertainment, and convention center complex. Developers and staff were challenged to create a luxurious facility that would deliver the “wow” factor at every turn, along with exemplary customer service. There were to be no shortcuts on either luxury or performance in every aspect of the hotel.</p> <p>A cross-functional committee carefully considered every aspect of telecommunications to ensure that it reflected the level of sophistication, elegance, and customer satisfaction that was to be the hallmark of everything in the new hotel.</p>	<p>Avaya S8720 Servers running Avaya Communication Manager. Avaya Modular Messaging with Avaya Message Store and Speech Access for Administration. Avaya G650 Media Gateway with full redundancy, and an Avaya G350 for administrative areas with digital or analog requirements. Avaya Network Management System and Avaya VoIP Monitoring Manager. An S8500 Server with SES for SIP integration to the guest desktop phones. Extension to Cellular for administrators. FCS WinSuite, WinVoice, and iServices; GlobeStar ConnexALL; and Extreme Networks switches.</p> <p>Avaya IP Telephones: one-X Deskphones (9630 Series) and 3645 WiFi for administration; 3631 WiFi for guests. Teledex iPhone (guest desktop).</p>
Value Created	
<ul style="list-style-type: none"> • A high level of staff efficiency and productivity, resulting in an “extraordinary speed of response” to all guests’ requests • Seamless interconnectivity with the Marriott corporate, Spectralink, and Guestware systems • Wireless connectivity and superb voice quality for guests via small, attractive, full-featured yet easy-to-use Avaya 3631 IP wireless telephones that perform extremely well through the entire 2-square-block complex – creating a “wow” factor rarely seen in hotels today • Initial and ongoing capability on the part of management to select the most desirable components to integrate easily with Avaya’s open architecture and complement the luxury focus of the hotel complex • Virtually flawless reliability and uptime, with full redundancy to ensure business continuity, and no single point of failure • Robust features and scalability to accommodate every request that has been made by hotel staff and clients at the convention center - this enables accommodation of groups with the most sophisticated technology needs • Extension to Cellular enables staff members to receive calls originally directed to their desk phones on their cell phones 	

MONTGOMERY, Alabama – When the Retirement System of Alabama (RSA) set out to create a lavish hotel, spa, performing arts center, and major convention venue in downtown Montgomery, Alabama, they wanted the complex to be a spectacular, desirable, and memorable destination for business travelers and other visitors.

The management company they selected, PCH, was charged with developing a plan that would provide not only for the current development of the new complex, but also project several years into the future.

Telecommunications became a key focus of the hotel’s planning group. First, they considered what it would take to create guest rooms that not only met the most advanced requirements of business travelers, but also provided a memorable “wow” factor for all guests. Ease of use,

top-notch service, and mobility options were additional factors that needed to be optimized in the hospitality mix.

The planning group also looked at the communications functionality for hotel staff. They wanted to create a highly effective administrative system that would integrate effectively with all of the luxury guest services that were being planned.

Finally, as a future vision, they looked at establishing interconnectivity with other hotels under the RSA/PCH umbrella throughout Alabama.

Avaya was selected as the primary telecommunications vendor because of its reputation for reliability, its scalable infrastructure, and its open architecture. The planning committee felt it was important to be able to select the most elegant and appealing public-facing components,

and because of the flexibility of its Communication Manager-based platform and Avaya's collaborative relationship with its many DevConnect partners, Avaya could easily accommodate this. The overall project was coordinated by an Avaya Silver BusinessPartner.

To create the biggest "wow" factor, along with high performance and ease of use for the guest room scenario, planners chose a unique and integrated combination of Teledex iPhones for the guest room desktop and Avaya 3631 IP wireless remote handsets to provide seamless mobility for guests. This enabled the outstanding feature of being able to use one phone number to reach a guest both in-room and on a roaming basis.

The Avaya 3631 IP Wireless Remote handset enables guests of the hotel to make and receive calls while mobile. Audio quality is considered excellent. The range of the unit covers the entire 2-block-square footprint of the Renaissance Montgomery Hotel, Conference Center, and other facilities.

According to Scott Watts, Corporate Director of Information Technology for PCH Hotels and Resorts, *"We chose the Avaya 3631 WiFi telephone for guests' mobility because it is small, attractive, easy to use, and feature-rich. It was the only one we saw that matched the sleek, elegant, and sophisticated look we were striving to achieve throughout the facility. All the others seemed more bulky and cumbersome. Of course, we wondered just how well it could be integrated with the overall system that we were planning, and also how it would perform, given the demands that would be placed upon it in our application. What really convinced us was a visit to the Avaya lab in New Jersey, where our application was created as a demo, and the remote unit performed beautifully."*

Watts added, *"As we expected, guests of the hotel have reacted very positively to the remote telephones. It enables them to give out their numbers and then receive calls either in their rooms or anywhere throughout the 2-block-square complex."*

No limits on the vision

The stationary in-room iPhone desktop handset provided by Teledex (an Avaya DevConnect partner), specifically developed for hospitality applications, is a state-of-the-art SIP phone with two lines, five feature buttons, and a large, attractive touch screen display for guest interface. It is richly equipped for the sophisticated user, yet at the same time it is considered easy to use because it still operates as a basic, familiar telephone.

Watts and his team felt that, aesthetically, the large touch screen seemed much more appropriate than a desktop telephone with a lot of buttons, which they felt looked more institutional. For them, it was the perfect solution because the elegant design features wouldn't "fight" with the flow of the room; and functionally it was the right choice for everyone, from sophisticated business users to people who just want the simple functionality of a normal telephone.

According to Watts, *"One of the great benefits that Avaya brought to our project was an open architecture that gave us almost complete freedom in selecting the devices and complementary systems that would help us realize the overall vision of what we were trying to achieve throughout the complex. This was extremely important, because when you are working from a strong sense of vision about what you want to create—and what you want to have available for the future—you don't want to have that vision limited from the outset. Flexibility and scalability are two of the things we required in our communications platform, and we certainly have it with Avaya."*

FCS, another Avaya DevConnect partner, provided several applications, including WinSuite to integrate the Marriott Property Management System; WinVoice for guests' voice-mail; and iServices to enable touch screen applications on Teledex iPhone, DID numbering and other folio information for guests, and other features such as room-to-room text messaging, e-mail, weather, flight schedules, and wakeup calls.

Behind the scenes: a fully integrated communications infrastructure

With all of these state-of-the-art features, the guest-facing impact is almost beyond world-class. However, what guests don't see is equally awesome—a communications infrastructure that is built for ultra-high performance and reliability, with a vast capacity for expansion in the future. It is a fully integrated VoIP platform that converges voice and data in a way that is as technologically "elegant" as the hotel complex is visually elegant.

The platform is based on Avaya S8720 Servers running Avaya Communication Manager. There is auto-direct inward dial (DID) assignment for guest rooms. Extension to Cellular is also deployed for administrators, enabling them to receive calls directed to their office lines on their cell phones – critically important to hotel staff because of the need to respond quickly and efficiently to all customer and administrative needs.

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- Scott Watts, Corporate Director of Information Technology for PCH Hotels and Resorts

There is an S8500 Server with SES for SIP Integration to the Teledex iPhones. The voice messaging servers run Avaya Modular Messaging with Avaya Message Store and Speech Access for administration, providing them with additional efficiencies in communication and system management. There is an Avaya G650 Media Gateway with Full Redundancy, and an Avaya G350 for administrative areas with digital or analog requirements. An Avaya Network Management System (NMS) manages Avaya servers and gateways, and an Avaya VoIP Monitoring Manager (VMM) monitors voice quality across the network.

Administrators and service personnel are equipped with Avaya 3645 WiFi Handsets that feature bridged appearances to desk phones, which means that there is only one number for a guest to call for service while on-site. They are integrated with the Marriott Guestware system for text messaging of a guest's request. A push-to-talk feature is used for conventions and event management personnel.

Watts commented, *"Full convergence in a VoIP environment is what everyone is talking about in the hospitality industry, but few facilities have achieved it. We decided to take the leap and go all the way because it was the best way to achieve the technology we needed to deliver optimum service that matches the scale of what we have created here. It's a huge, 2-block-square complex with over 100,000 square feet of meeting space, an 1,800-seat performing arts theater, full European spa, outdoor pool, a state-of-the-art fitness center and rooftop running track, ballrooms, restaurants, plus sumptuous décor and amenities in both the public areas and guest rooms. We've been ranked with the top hotels in the world, and one of the things we're most proud of is being a leader in our industry with respect to technology as well as grandeur and elegance."*

For Watts, three key factors contribute to the desirability of the Avaya infrastructure. *"My main criteria for the telecommunications solution were, first, to ensure optimum reliability with no single point of failure. We have accomplished that. Secondly, I needed an open architecture that would allow us to integrate the most desirable components from different vendors, and Avaya excels in that area. And thirdly, we needed a scalable, feature-rich solution that enables us to meet the needs of our most discerning*

customers, particularly in the convention center, and ultimately to interconnect with our other hotels. So far, the system has accommodated every need."

Enabling service that goes above and beyond most people's expectations

World-class service complements the exquisite facilities at Renaissance Montgomery, and telephony is key to the high performance that's achieved in this area. The hotel operates a sophisticated "Delighted to Serve" call center that is integrated with the Marriott system, for reservations, guest calls, and guest requests. The result is a level of productivity and efficiency that really raises the bar for the delivery of hospitality services.

"The integration of the Avaya 3645 WiFi phones used by our staff enables an extraordinary speed of response to every request that comes from a guest," Watts commented. *"We've actually had guests tell us that they barely finished phoning in their requests when someone was knocking at their doors with whatever was needed. When it comes to 'making memories' via outstanding service, this kind of reaction serves as a real testimony to what we can do via our communications system."*

Watts and the hotel management have been pleased by the flexibility of the telecommunications solution to accommodate requests from staff and customers. Watts commented, *"We often get requests from management and people using the convention center to supply some very high-end telephony needs. The question is never 'can we do it,' but instead, 'what do you want it to do?'"* So far, everything people have asked for has been do-able, and I don't expect that to change. *Right from the start, our Avaya Silver BusinessPartner and the vendors they have engaged to work with us have delivered on all of our requests, no matter how seemingly complex they may be. I never lay awake at night worrying about this system because it is reliable and robust enough to meet all the needs that arise."*

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at www.avaya.com.

ABOUT DEVCONNECT

The Avaya DevConnect Program provides a wide range of developer resources, including access to APIs and SDKs for Avaya products, developer tools, technical support options and training materials. Registered membership is free to anyone interested in designing Avaya-compatible solutions. Enhanced Membership options offer increased levels of technical support, compliance testing, and co-marketing of innovative solutions compatible with standards-based Avaya solutions. To learn more, or register for membership, please visit www.avaya.com/devconnect.

ABOUT RENAISSANCE MONTGOMERY

Stunning architecture highlighted by modern amenities create a world-class hospitality environment at Renaissance® Montgomery Hotel & Spa at the Convention Center. Perfectly positioned in historic downtown Montgomery, Alabama, this magnificent hotel has over 140,000 square feet of exhibit, meeting, and pre-function space under one roof, as well as a state-of-the-art Performing Arts Centre. Comfort reigns supreme in each Montgomery hotel room, offering the latest technological enhancements for business and personal travel. There are also restaurants, ballrooms, fitness facilities, and a lavish 9,000 square foot European Spa. More information is available at www.Marriott.com.

ABOUT PCH HOTELS & RESORTS

PCH Hotels & Resorts, known as the Resort Collection of Alabama Robert Trent Jones Golf Trail, is a collection of world-class hotels located throughout Alabama, designed for ultimate comfort and customer service. PCH properties are Marriott and Renaissance brands and participate in the Marriott Rewards program. PCH is owned by the Retirement System of Alabama (RSA).

ABOUT TELEDEX

Teledex, LLC is the worldwide leader in the design and manufacture of high-quality, feature-rich telecommunications products for the global hospitality industry. Teledex also designs and manufactures innovative, award-winning broadband access solutions for high-density environments, such as hotels, resorts, condominiums, apartment complexes, and assisted living communities. The company is a preferred supplier of most major hotel chains, as well as a number of multinational corporations. Located in San Jose, California, the company has twice been recognized as one of the 100 fastest-growing private companies in Silicon Valley. For more information, please visit www.teledex.com.

ABOUT FCS

Founded in 1982, FCS Computer Systems is a leading hospitality converged communications integration (CCI) vendor with offices in 16 countries throughout the world. The firm has provided CCI solutions to more than 2,500 hotels and installed over 4000 of their unique blend of "Technology to Serve Your Guest" or TSYG solutions in over 32 countries. Their areas of expertise include billing services system; voice-mail, fax-mail, and interactive voice-fax systems; IP-based converged telephony integration; customer operational call center; integration to host computer systems; XML applications; mobility interface to a wide variety of mobile devices; and a host of other applications to serve hospitality clientele. For more information, please visit www.fcscs.com.

ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large.

For more information visit the Avaya Web site: <http://www.avaya.com>.

Applications and Systems

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| <ul style="list-style-type: none"> • Avaya S8720 Servers • Avaya Communication Manager • Avaya S8500 Server • Auto-DID Assignment for Guests • SES for SIP Integration to guest desktop phone • Avaya G650 Media Gateway • Avaya G350 Media Gateway • Extension to Cellular • Modular Messaging with Avaya Message Store • Speech Access • Avaya Network Management System | <ul style="list-style-type: none"> • Avaya VoIP Monitoring Manager • Avaya IP Telephones: <ul style="list-style-type: none"> - one-X Deskphones (9630 model) for Administrators - 3645 WiFi handset - 3631 WiFi Handset • Teledex iPhone (guest desktop) • FCS WinSuite, WinVoice, and iServices • GlobeStar ConnexALL • Extreme Networks Switches • Cisco Data network |
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All statements in this Case Study were made by Scott Watts, Corporate Director of Information Technology for PCH Hotels and Resorts.