



AMBASSADORS
BLOOMSBURY

SAMSUNG

Samsung

Transforming hotel communications

The challenge: **Modernising the communications infrastructure in a boutique London hotel**

Ambassadors Bloomsbury is a four star boutique hotel near Euston station in London. It has 100 bedrooms and conference facilities spread across two floors. It was struggling with a dated infrastructure, a legacy telephone system and notoriously unstable Wi-Fi, which was deterring formerly loyal guests from rebooking with the hotel.

It required a major rethinking of its setup to modernise internal and external communications and provide guests with consistently stable hotel-wide Wi-Fi coverage.

Ambassadors Bloomsbury turned to hotel technology specialist Hotel Technology Management (HTM), who, working with

Samsung, created an infrastructure that provided the hotel with an easy to manage all-in-one solution built around Samsung products and best-of-breed wireless technology.

The integrated Samsung system that HTM installed replaced the hotel's PABX and DECT infrastructures as well as its Wi-Fi network, significantly reducing support costs and enabling 'voice over Wi-Fi' using Samsung smart phones. The new system makes it possible for staff to be contacted on a single number and single device regardless of location.

The solution: **A complete overhaul of the hotel's telephony and Wi-Fi systems utilising Samsung's all-in-one solution**

Instead of using DECT phones for internal communications, Ambassadors Bloomsbury

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The key is having a Samsung Galaxy phone that can be used as a mobile phone and an internal Wi-Fi handset that hooks up to the Wi-Fi network and allows you to make and receive calls.

Simon Alexander
Managing Director, HTM

now uses Samsung Galaxy Smartphones. Whenever a staff member receives a call, both their Samsung Galaxy and office phones ring so they are contactable anywhere in the building.

As Simon Alexander, Managing Director of HTM explains: "The key is having a Samsung Galaxy phone that can be used as a mobile phone and an internal Wi-Fi handset. It hooks up to the Wi-Fi

The customer

Ambassadors Bloomsbury hotel

The challenge

To modernise the hotel's dated telephone and Wi-Fi infrastructure – replacing a series of disparate legacy technologies with a convenient, easy to manage all-in-one solution from Samsung

Samsung products and services

- Samsung Galaxy S3 x 24
- Samsung Wireless Access Points
- Samsung Wireless Access Point Controller

Benefits

- An integrated, all-in-one solution for the telephony and Wi-Fi requirements of the hotel
- Fast, reliable and wide reaching Wi-Fi coverage, from the hotel's roof to the two-storey basement
- Staff given a single mobile phone for all their communication requirements, working as both a mobile phone and an internal Wi-Fi handset

network and allows you to make and receive calls around the building as if you were at your desk.”

Part of the driver for a complete refresh of Ambassadors Bloomsbury’s Wi-Fi setup is to ensure the entire building has Wi-Fi coverage, enabling staff to make and receive calls from any part of the hotel’s roof right down to the basement, which houses the majority of its conference facilities.

The other huge benefit is to provide guests with the kind of Wi-Fi experience they have come to expect at hotels – one that’s fast, reliable and easily accessible. “Before, guests kept complaining about the internet going down and we had to keep running up and down resetting the router and access points. All of that is in the past now,” says Euclides Miranda, Chief Engineer, Ambassadors Bloomsbury.

Francisco Ventura, General Manager, Ambassadors Bloomsbury, was keen for the management of the hotel’s new telephone and Wi-Fi system to be as straightforward as possible. He was especially attracted to the possibility of replacing its numerous different communications systems and infrastructures with Samsung’s all-in-one system.

“We looked at different systems and everybody else offered access points from one brand and the phones from another. Samsung was the first company that said, ‘No, we’ll provide you with everything’,” he says.

As HTM’s Alexander explains: “The requirement was to replace all kit at the same time with a solution that integrates together to give the hotel a seamless voice and data solution throughout the building. And that’s what we’ve

done with Samsung.”

“We’ve installed a range of IP feature phones on the front desk and administration positions; we’ve installed analogue circuits for the bedrooms so they could keep their existing analogue phones in the bedrooms; and the Wi-Fi that’s been installed has been the latest Samsung Wireless Access Points with the latest Samsung Wireless Access Point Controller. That’s all been supplemented by Samsung Galaxy phones.”

The results: Much greater customer service and an easy to manage infrastructure

The result of this significant upgrade for the hotel is better customer service and a much more streamlined, easy to maintain communications infrastructure. “Upgrading our systems has made me realise how poor our service was previously,” says Ventura.

“Our Wi-Fi service for our customers and staff is now accessible everywhere and the integration of mobiles into the system has given us a much better and lower cost method of communication with staff wherever they are. This will result in better customer service.”

Talking about the organisation, design, planning and installation of the new infrastructure, Ventura says: “It was a long project, but a lot of it was done offsite – all the setting up of the phones were done in HTM’s office without affecting us, so it was very painless.”

“The guys were only here a week to do everything. We kept our phones throughout and only needed two phones for a very short period of time while they checked everything was working.”

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**Francisco Ventura,
General Manager,
Ambassadors
Bloomsbury hotel**

Benefits of Samsung’s hotel system

Samsung’s upgrade of Ambassadors Bloomsbury’s communications includes the installation of Samsung’s unique unified voice and data platform, improving both staff communication and guest Wi-Fi experience. Samsung’s system replaces aging PABX and DECT infrastructures and the hotel’s Wi-Fi network with a unified platform, reducing the infrastructure support cost, flattening the IT management overheads and improving staff to guest communications. The new system includes ‘voice over Wi-Fi’ using Samsung smart phones, providing a lower cost and future-proofed voice and messaging platform for staff.



Contact details

Visit: www.samsung.com/uk/business

Email: BusinessUK@samsung.com

Tel: +44 (0) 1932 455 000

Samsung Electronics (UK) Ltd

Samsung House, 1000 Hillswood Drive,
Chertsey, Surrey, KT16 0PS, United Kingdom

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