

# A Case Study: SIP vs. Analog Guest Room Phones

A Cost Comparison (in the Typical 90 Room Hotel)



## Business Need

A 96 room Holiday Inn Express hotel development project in the Western US was designed with modern SIP technology intended for all phone locations. The entire project was cabled with CAT6e home-run cabling to each phone location.

Phone locations include administrative phones for the front desk (2 each), back office, general manager, business center, and meeting room. Simple common area SIP phones were designated for the employee break room, breakfast prep area, lobby (guest courtesy), 6 stairwell locations, exercise room, pool, and equipment room. Each of the 96 guest rooms was to include two brand standard compliant SIP phones, one at the desk and one at the bedside.

## Solution

The IT consultant engaged to coordinate selection, purchase, and installation of the phone system contacted PhoneSuite for pricing and consultation. Voiceware's full capabilities were explored, and a demonstration and quotation package were provided to the IT consultant and general manager. Voiceware was selected by the consultant and ownership group as the most cost effective and feature rich solution.

When asked why it was important to use SIP guest room phones throughout the property the property ownership group drivers included the advanced features offered by SIP technology, a "future proof" desire by ownership, and the belief that because SIP phones do not require a physical PBX port, use of this new technology should prove less costly than traditional analog telephones.

Working together, the PhoneSuite Sales Engineer and Customer IT Consultant examined the true needs and determined that Voiceware was capable of providing the same guest room features to analog phones as could be delivered using SIP phones. They then developed separate project pricing models for the intended all-SIP approach, including SIP phones and PoE switches versus a hybrid system approach with analog guest room and common area phones driven by a PhoneSuite 112 port analog cabinet. In both models, the same Voiceware platform for VoIP and SIP phones was used. The tables below outline the simple results.

Qty	Item	Price Ea	Net
192	SIP Guest Room Phones	\$ 74.50	\$14,304.00
12	SIP Common Area Phones	\$ 68.00	\$ 816.00
6	SIP Administrative Phones	\$ 225.00	\$ 1,350.00
210	Device Licenses	\$ 40.00	\$ 8,400.00
9	24-Port PoE Switches	\$ 525.00	\$ 4,725.00
<b>TOTAL COST</b>			<b>\$29,595.00</b>

Table 1: All SIP Solution Costs

Note in the table above that only the items that might change between the two approaches are included. Cabling and installation costs are not shown as they are identical since, for this project, cabling was in-place and sufficient to allow either SIP or analog phone use. Of particular interest are the costs of three line items – guest and common area phones, and the requirement for the IP-PBX to drive 210 devices since each SIP guest room phone must be treated as a separate device/extension in the system.

The table below shows the costs of providing an equivalent analog solution for guest room and common areas driven by a PhoneSuite 112e analog cabinet. This single item at over \$11,000 is more than made up for by the cost savings in analog guest room and common area phones, and by the reduced need for device licenses (from 210 to 115) since two or three phones in a guest room are seen as one device driven by a single port on the analog cabinet (and a single device to the Voiceware software).

Qty	Item	Price Ea	Net
192	Analog Guest Room Phones	\$ 29.00	\$ 5,568.00
12	Analog Common Area Phones	\$ 24.00	\$ 288.00
6	SIP Administrative Phones	\$ 225.00	\$ 1,350.00
115	Device Licenses	\$ 40.00	\$ 4,600.00
1	PhoneSuite 112 Port Analog Cabinet	\$11,399.00	\$11,399.00
1	24-Port PoE Switch	\$ 525.00	\$ 525.00
<b>TOTAL COST</b>			<b>\$23,730.00</b>

Table 2: SIP-Analog Hybrid Solution Costs

## Outcome

Total project savings utilizing a VoIP solution with SIP and analog endpoints is \$5,865 at installation time. After-warranty handset replacement for guest room and common area phones will provide additional future maintenance cost savings.

Not only were there tremendous up-front savings for using the Voiceware solution, but all system and feature requirements were met and even exceeded.

This system was installed in the summer of 2012 and costs outlined above are based on actual published prices as jointly researched at that time by the PhoneSuite Sales Engineer and the customer’s IT Consultant. Aside from PhoneSuite products, no manufacturer name or model numbers are provided.