

# The Sonoran Sun Resort Builds a Comprehensive Communications Network with Grandstream Solutions



## Challenge

Build a comprehensive communications network at a remote tropical resort that increases communications, reliability, cuts costs and adds PSTN backup options.

## Solution

Implementation of Grandstream's UCM6510 IP PBX to anchor the network and use of Grandstream Gateways and IP phones.

## Value Created

- ◀ Delivers powerful VoIP service throughout the resort to increase communications and cut costs
- ◀ Created a system that is scalable and future proof
- ◀ Delivers direct phone lines to each condo
- ◀ Administrative Office can access important business telephony features for enhanced customer and guest service
- ◀ A reliable internal VoIP network with PSTN back up options

## Puerto Peñasco, Mexico

The Sonoran Sun Resort in Puerto Peñasco, Mexico is a resort community on the Gulf of California that is home to 228 condominiums and an administrative office.

## Replacing their Old, Outdated System

The Sonoran Sun Resort was lacking in a variety of ways. First, the 228 condos at the Resort did not have access to direct phone lines – they shared a handful of lines delivered to them by switch. This prevented the complex of offering an important service to its guest – reliable phone service – but also served as a potential safety and emergency hazard. The PBX in use was a NexSpan X RJ from Aastra Mitel. This PBX offered extremely basic features, a low amount of concurrent calls, did not offer any necessary administrative telephony features such as call queues, call recordings or auto-attendants and also constantly required maintenance and expensive replacement parts. Overall, Sonoran's telephony system was unreliable, outdated, prevented the administrative staff from being able to offer exceptional customer service and did not provide essential phone service to guests.

Because there was no network built internally within the resort, they were entirely reliant on unreliable outside service providers and infrastructure - which is prone to disruptions from poor weather, extreme heat and network congestion. Sonoran essentially had no internal network – so even calls within the complex had to go out to the public network.

## Requirements of the New System

Sonoran generally needed to improve all aspects of the telephony system: they needed to build an internal network, extend direct phone lines to all condos, improve service reliability and add administrative features to allow the administrative office to offer great customer service. The Resort needed to build an internal telephony network that would allow calls from condo to condo or from the administrative office to any condo on the premises to go eliminate complete reliance on public network infrastructure. This would also allow them to maintain the internal calling network in the result of an external service outing or public network congestion. Also, this would allow the Resort to have complete control of their telephony network to easily add future users and to customize the network as they please. The Resort also needed to beef up the telephony and communication features available to administrative employees so that they could monitor and quickly call other administrative extensions, record calls and be able to place callers in a call queue, for example:



## The Grandstream Solution - UCM6510

At the suggestion of Servicios y Sistemas en Computación, a local reseller and installer in Sonora, Mexico, and Intelec Networks, a Mexico-based distributor of communications equipment, Sonoran chose to implement a new telephony system anchored by Grandstream's UCM6510 IP PBX. The UCM6510 was given service by a VoIP service account with Telmex as well as various PSTN trunks. This license-free on premise IP PBX gives the Resort complete control of their communications system and the features they take advantage of without having to pay any fees for use of certain features or for adding a user in the future. It allowed them to build an internal network to connect all aspects of the Resort, including offering direct lines for each condo, because of its support for up to 200 concurrent calls and 2000 total users. By supporting up to 2000 users, the UCM6510 is a very sustainable and future-proof choice for Sonoran that would allow them to easily add new condos or administrative users in the future. If Sonoran ever decides to expand to other locations the UCM6510 allows them to integrate other potential geographical locations with the UCM6510.



The UCM6510 gives the Resort hundreds of telephony features that they can choose to utilize without having to pay licensee fees. Most important to the Sonoran Sun Resort was the ability to create a call-queue for use by the administrative users to better handle incoming calls and requests, BLF and speed dial functionality to monitor and easily transfer calls between administrative employees to ensure all callers were quickly and efficiently responded to and Call Detail Records (CDR) to keep track of phone usage by line, date, and more.

Also important to the Resort was the creation of an internal SIP network to allow all condos and the administrative office to make calls within the Resort without having to go out to the public network. This internal network routes all internal calls through the UCM6510 rather than through the outside public internet which allows for much more cost-effective communications and eliminates any connectivity concerns caused by the sometimes unreliable public internet in the area.

Since the major service provider in the area uses an E1 digital trunk interface, the UCM6510 was an ideal choice as it supports not only E1 networks but also T1 and J1 networks.



## Grandstream GXW series Gateways

### Easily Connect 228 condos and Integrate PSTN trunks

In order to make installation quick and easy and to ensure the reliability of the phone lines run throughout the resort, Servicios y Sistemas en Computación installed five GXW4248 high-density gateways. This allows Servicios y Sistemas en Computación to simply connect each gateway to the resort's network in order to deliver up to 48 connections, each with Gigabit speeds, without having to run direct wires all throughout the resort. A GXW4108 was also centrally installed within the resort in order to connect up to 8 PSTN trunks to connect to the outside public telephony network and for backup in case the VoIP service went out for any reason.





## Grandstream GXP IP Phones Communicate More Effectively and Efficiently

For their administrative office, Inttelec recommended and Servicios y Sistemas en Computación installed Grandstream's GXP2160 Enterprise IP Phone and GXP1400 Small Business IP phones. These powerful Grandstream IP phone offer a market-leading set of features at an extreme value and allows Sonoran to take advantage of features like BLF/speed-dial, CDR, call-recording, call-queue and more.

Receptionists were given a 6-line GXP2160 which allows them access to 6 different lines. Most importantly, the GXP2160 includes 24 built-on dual-color BLF/speed dial keys which allow receptionists to easily monitor the status of all administrator's lines so they can quickly and efficiently transfer incoming calls to available personnel.



GXP1400s were also deployed through common areas and various administrative common areas throughout the complex. These easy-to-use phones allow administrators to easily call make and receive important calls no matter where they are on the Resort's premise.

### Results

Thanks to Grandstream, the Sonoran Sun Resort now has a local, scalable and reliable VoIP telephony network that can tap directly into the public network for outside calls and backup.

- ✓ Condos now had access to direct phone lines and the resort had a PBX in place that could handle all users and very high concurrent call volume.
- ✓ The administrative office now has access to a variety of important telephony features, including call queues, multi-language prompts, multi-level IVRs, call recordings and more, that allow them to expand customer service and improve operations within the resort.
- ✓ The resort now has an internal network that allows any condo or administrative office at the resort to call any other condo or administrative office directly through the internal network, which eliminates the need to rely on the unreliable and often-troublesome public PSTN network and saves lots of money.

Inttelec Networks is a wholesale distributor of telecommunications products, electronic security and IT infrastructure. The company has a strong customer base throughout the Mexican republic. Inttelec Networks is a distributor and promoter of Grandstream's unified communications solutions and maintains a constant stock of all Grandstream model offerings.

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