



GRANDSTREAM

## Highlights of Majestic Elegance Costa Mujeres Solution

- ✓ High-Availability Platform
- ✓ Improved Guest Experience
- ✓ PMS Integration
- ✓ Mobility for Staff
- ✓ Easy Guest Communications
- ✓ Facility Access Control Integration



## New 5-Star All-Inclusive Resort Chose Grandstream for Their Communications Solution



# MAJESTIC

Majestic Resorts is a brand of high-end hotels, focused on luxury and excellence in the Caribbean. In 2019, they decided to open a new 5-star all-inclusive resort in Mexico. They needed to deploy a Unified Communications (UC) and Collaboration solution that would be comparable with the rest of the facilities and high-end services for their future guests.

Majestic Elegance Costa Mujeres is surrounded by breathtaking landscape, making it an ideal place for visiting Playa Mujeres in Mexico's Yucatán Peninsula. Two words, "sophisticated and luxurious", offer a perfect description of this property. Located north of Cancun, 20 miles / 40kms away from the Cancun International Airport. Playa Mujeres is known for its turquoise calm waters and white sand beaches surrounded by vegetation ideally located 20 minutes away from downtown Cancun.

### The Need for a High-End and Customizable Communications Solution

The Majestic Group required a communications network that would allow their guests and staff to be reachable with modern IP phones and high-end features that fit guest rooms and other public areas. Their network needed to be reliable and offer an amount of customization to be able to integrate with other data systems, such as their Property Management System (PMS).

One of the resort's most important requirements was the opportunity to own a scalable communications solution. This would give them the flexibility to add new extensions and features without the need to invest in new licenses to do so. The ability to integrate mobility solutions was a necessity as well. This would allow staff to be located in or outside the facilities and still have access to the communications network. Integrating the facility access to the collaboration network, was a key benefit. Finally, lowering support and maintenance costs was vital for the Majestic Group's solution.




## Implementing a Grandstream Solution

From their headquarters in Spain, and with the collaboration of their regional offices in Mexico, the Majestic Group compared different solutions and vendors, including Grandstream, Alcatel and Cisco. They decided on the Grandstream solution because of its features, reliability, and the excellent cost/benefit relation that none of the other options could match.

With the help of the local technology integrator *Telefonía y Telemática del Sureste S.A. de C.V.*, they chose to deploy two **UCM6510** IP PBXs, with an **HA100**, as the core of the collaboration network. This would give the property the High-Availability setup that they were looking for to ensure that the 1,000+ extensions were available at all times.

For the IP Phones in the guests rooms, they chose the **GXP2135**; a high-end model that features a 2.8 inch color LCD display, up to 8 lines and 4 SIP accounts, and 32 digitally programmable keys to make sure that guests can reach the services and departments inside the hotel. Platform **integration with their PMS** is a feature that guests and staff will operate through the phones. With features such as wake-up calls, mini-bar updates, room status, and more, this information will be directly shared with the hotel management system, so everyone can have immediate access to real-time status and functionalities.

In other areas of the hotel and for some specific staff members, they deployed **GXP2170** IP Phones. This was because of its great capabilities in terms of SIP accounts, lines, BLF/Speed Dial keys and overall performance in multiple calls handling scenarios. **GXV3370s** were deployed for hotel executives that needed a multi-media IP phone right on their desks in order to have the chance to participate in video-conferences with other departments, hotels, and regional offices worldwide. For the rest of the staff positions, the resort decided to go with the **GXP1780**. This mid-range IP Phone supports handling 8 lines and 4 SIP accounts, with a user-friendly design, HD wideband audio and full-duplex speakerphone. All together this created a solution that met their daily communication and collaboration needs.



***“One of the main reasons why we selected Grandstream was the **simplicity in the administration and management of the system.** The interface allows our IT team to take control of our infrastructure without major complications including all the features we need.”***

***Manuel Merino Rodríguez - IT Manager Cancun  
Majestic Resorts***

An important piece of this entire solution was the **GDS3710s** installed in different entrances to the hotel. The security staff can monitor and secure access to the buildings through their IP Phones with just a simple touch of a button. Integrating these facility access systems to the network was easy. Because of SIP capabilities that allow the GDS Series to register just like any other SIP device to the UCM, users can make and receive audio/video calls with the entire network, and at the same time have the opportunity to manage all the facility access features with no extra-costs right from **GDS Manager**.

## Conclusions

The Majestic Elegance Costa Mujeres Resort experienced an agile and simple deployment with contained costs and the capacity for growth in the future. Integration with third-party systems, such as their PMS, allowed the solution to be more useful not just for the staff, but also for the guests in the resort. With the addition of mobility capabilities, video telephony, and facility access control, the resort has an integrated network that enables them to collaborate and communicate no matter where they are located. Overall they see significant cost savings with superior features and simpler management.