

TAMCO + Orchard Garden Hotel

The Case. Opening its doors in late 2007, the new \$25 million 4 Star Orchard Garden Hotel is California's only hotel built to the nationally accepted standards for green buildings developed by the U.S. Green Building Council. The company's dedication to sustaining the environment is surpassed only by their commitment to service, ensuring that their guests have the best experience they can possibly provide ...and all at their fingertips.



The Situation

This new hotel is sister to the already flourishing Orchard Hotel which recently ranked 5th in the Trip Advisor's 2008 Traveler's Choice™ Awards for best U.S. luxury hotels, but had also won previous nods for #1 Small Company and Best Places to Work in 2007. Whereas the achievement of big sister just blocks away is something to boast about, this leaves the newest family member with big shoes to fill...

The Orchard Garden Hotel was being constructed from the ground up and like all construction projects, was managed to a budget. The problem – the cost of a best-in-class communications solution was more than what was earmarked. The Orchard Garden opted to preserve their precious cash and allocate those funds for materials. Stefan Mühle, General Manager of the hotel stated, "Because not enough monies were set aside for details such as furniture, technology, and quality of décor – I believed it made sense to investigate acquisition options for technology in order to protect the cash designated for hotel construction."

Equally important was that this hotel was to be a state-of-the-art facility. Stefan wanted to ensure that they could always offer the latest and greatest technology for their guests, adding that "in the interest of getting a higher rate for our rooms, it is important to have top-notch technologies to please our customers."

The Solution

A TAMCO Partner had offered a solution for the Orchard Garden's telecommunications system, but to also address the

business and financial aspects that were of clear concern – they included a recommendation for the TAMCO Shield program. After the hotel's financial advisor reviewed all acquisition options on the table, he strongly encouraged them to use TAMCO Shield.

Why? First of all, the TAMCO Shield program freed up their precious cash that was needed for completing the construction project. Stefan explains, "If you have a million dollars left in your budget and you've just been quoted half of that on technology, do you blow it on that or save it to finish the hotel's décor and other aesthetic details? We chose to save it and use TAMCO Shield for our technology – which made it an operating expense. This left us with the cash necessary to ensure that the new property would measure up to the quality everyone was expecting."

Secondly, TAMCO Shield's System Replacement Guarantee adds flexibility for them to move into new technology in order to continue to be a state-of-the-art property. According to Stefan, "TAMCO Shield made the most sense and was the clear choice recommended by our financial advisors, but the most important aspects were that it allowed us to stay within our project budget and always be protected in the event that we need new technology down the road."

You see, some companies can tend to hang onto technology as long as possible, but in the upscale hotel industry – it is essential that you provide the most modern equipment. TAMCO Shield allows the Orchard Garden Hotel to do just that and more... without breaking the budget.