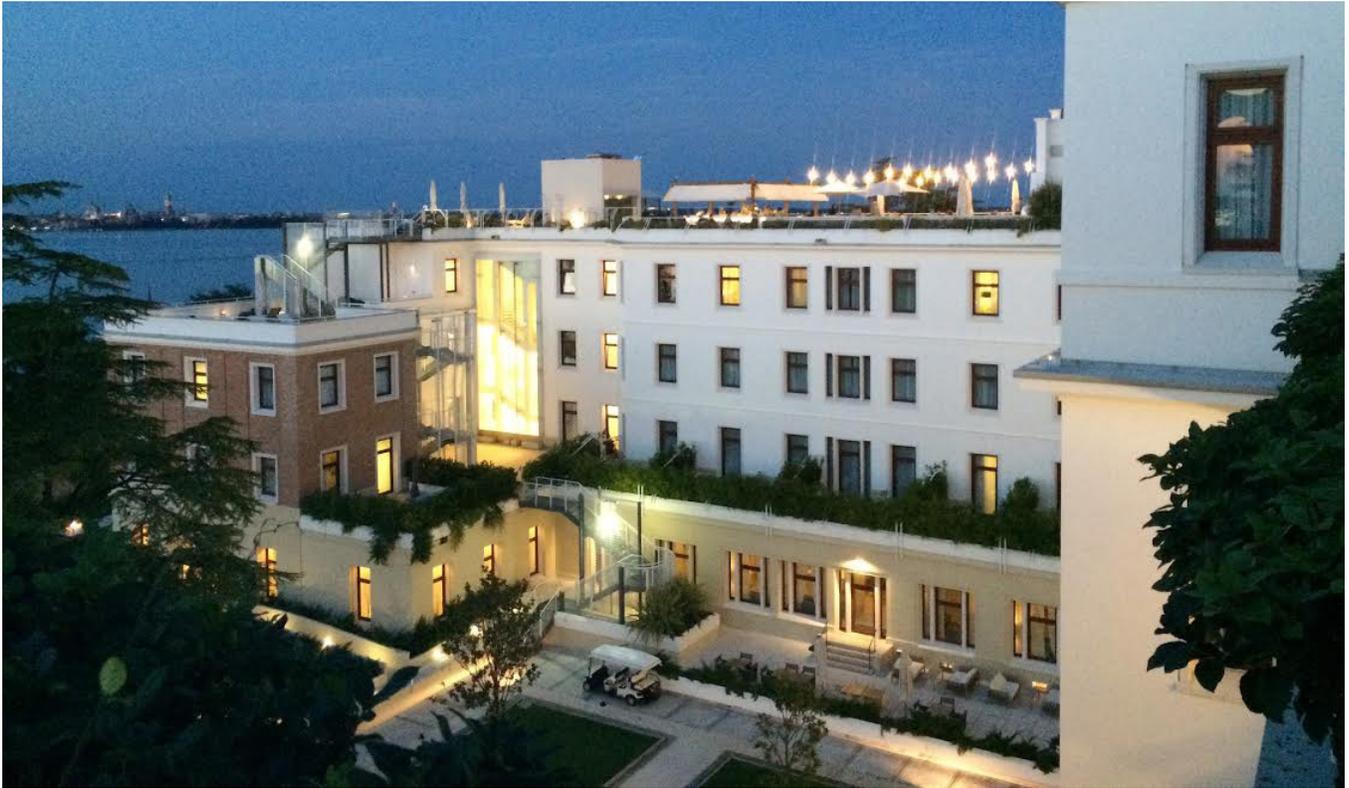# MARRIOTT TAKES RESORT COMMUNICATIONS TO THE CLOUD FOR AN UNSURPASSED GUEST EXPERIENCE

The JW Marriott Venice is a luxury resort on a private island just minutes from St. Mark's Square. The facility features 280 rooms, four restaurants and the city's largest spa. It is the ultimate place to stay in one of the world's most iconic destinations.

The Challenge

As JW Marriott readied its new Venice resort for guests, it was clear telephony would be a challenge. There were no trunk lines connecting the island to the mainland, and Internet connectivity was delivered by satellite. The hotel's IT team looked for a world-class communication infrastructure that would meet the exacting standards of Marriott and its guests, while ensuring an on-time and on-budget opening.

The Solution

BroadSoft and hospitality experts at Fourteen IP and the Voice Factory partnered to deliver a unique solution to the JW Marriott Venice – a European-

ready hosted PBX solution especially tailored for the hospitality industry.

A Broadsoft cloud-based PBX now provides high availability resort communications "over the top" of their property IP networks and core internet connectivity. The open, standards-based platform powers Fourteen IP's premier Evolution Voice hospitality applications, including telephony, audio and multimedia conferencing, managed wireless connectivity for guests, voicemail, wakeup services, staff mobility integration and call accounting. Equally remarkable is that Marriott Venice's core internet connectivity is wireless. The property maintains high levels of guest and staff communications services without wired connectivity to the mainland.

The resort now has the secure, reliable communications needed to support its operations and to deliver superior guest experiences, along with the simplicity of operation, scale and analytics that any hotel property requires.

BroadSoft is a leader in this type of solution. They allow us to be open, to be mobile and to be secure.

Andrea Garbeglio, IT Manager
JW Marriott Venice

The Impact

The cloud-based solution designed by BroadSoft, Fourteen IP and The Voice Factory is delivering five-star benefits to JW Marriott Venice and its guests.

- **Rapid deployment.** Since the resort's PBX is hosted and managed by BroadSoft, telephony service was up and running in record time – just weeks after planning began.

- **Improved mobility and reach.** Communication services are now available anywhere on the Marriott Venice property – or beyond. Important calls and messages can reach staffers and guests whether they are at a desk or room phone, roaming the premises or even traveling away from the island.

Guests can receive messages about restaurant reservations, spa schedules and more, while staffers are able to stay connected and deliver the stellar service the resort is known for.

- **Reduced expenses.** By using cloud-based services instead of premises-based PBX hardware, the resort has avoided costly trunk lines, spiraling PBX support costs, ongoing capital investments and the need to sacrifice valuable square footage to on-premises systems. In addition, cloud-based telephony has eliminated toll charges for long distance calls and faxes.

- **Interoperability with property management systems.** The standards-based BroadSoft platform interoperates seamlessly with Marriott's island-wide radio and messaging systems. Both radios and phones have access to the property's guest management database and fire panels.

- **Uninterrupted service delivery.** The resort benefits from carrier-grade reliability. BroadSoft's hosted software and servers are deployed in geographically redundant data centers to ensure seamless service delivery. As a result, the JW Marriott Venice has avoided even the briefest of service interruptions.

- **Scalability.** The BroadSoft technology can support hundreds, thousands, and even millions of users. Marriott can expand services within and across many hotel portfolios without having to manage technology capacity themselves. Broadsoft and its partners scale core BroadSoft technology seamlessly to support customer changes.

- **An outstanding guest experience.** Technology is an important component of guest experience and can be an important differentiator for a five-star hotel. The BroadSoft BroadWorks call control platform supports both fixed and mobile calls and the many types of devices and endpoints guests might bring with them, including laptop PCs, tablets and smart phones. As a result, the Marriott is able to provide the reliable and secure communication services guests expect – from check-in to checkout.

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