

Case Study

GSE GROUP

Company

GSE Group - Mercure
Hythe Imperial Hotel &
Spa

Industry

International Hotels

Headquarters

Kent

Founded

1967

Services

Wi-Fi, Telephony and
Cloud Desktop

Key benefits

- Tailored solution
- Resilient and reliable
- First rate service management
- Cutting edge solution
- Flexibility

*"We would recommend Silver Lining's full service solution to any company. We have received a **fantastic service** that covers **all of our requirements** and more with minimum disruption."*

Managing Director, GSE Group

GSE Group has chosen Silver Lining to provide a ground-breaking unified communications contract at their Mercure Hythe Imperial Hotel. Silver Lining is consolidating the Mercure Hythe Imperial Hotel communication services into one fully managed service, significantly reducing total cost of ownership (TCO) over the three year contract term.

The Challenge

GSE Group is one of the leading international hotel groups, with over 750 3-star and 4-star hotels located in 51 countries across the globe. By embracing dynamic growth, GSE's goal is to provide even better solutions for the business and leisure hotel sector.

GSE Group have over 6,500 employees working across the globe in a variety of fixed and mobile conditions, from contact centres to hotels, GSE Group's communications requirements are particularly complex.

Couple this complexity with the company's ambitions to use technology to revolutionise the way it serves its customers at every point of delivery, and GSE Group is a company that demands the very best telecoms and IT service available.

The Solution

The Silver Lining solution consisted of a number of key elements to meet GSE Group's Mercure Hythe Imperial Hotel brief:

Cloud IT Solution: Using Silver Lining's innovative cloud network platform, Mercure Hythe Imperial Hotel now benefits from a resilient network, forming the infrastructure backbone to implement the Mercure Hythe Imperial Hotel's unified communications environment. In addition to migrating the Mercure Hythe Imperial Hotel to the cloud, Silver Lining are providing new thin clients and screens to all of the users.

"The combination of Silver Lining's services means that we have a solution in place that clearly enables us to meet our needs, both today and for the foreseeable future. It was the whole host of solutions brought together that impressed us."

"It was the whole host of solutions brought together that impressed us. We can now offer superfast, reliable and secure Wi-Fi, Cloud IT that integrates with our web based booking system, combined with an interactive in-room entertainment solution."

Managing Director, GSE Group

Wi-Fi: Wi-Fi is absolutely fundamental to the Mercure Hythe Imperial Hotel due to their customers' expectancy for high speed connectivity. Silver Lining deployed two types of secure, superfast, responsive and reliable connectivity. The first option is open to all customers, whilst the second is a chargeable service for higher bandwidth.

Silver Lining deliver a managed 100Mb/100Mb fibre circuit to the hotel in order to support the Wi-Fi solution.

Integration: Mercure Hythe Imperial Hotel are currently migrating to Opera, a new web based booking system. Silver Lining has ensured that all systems integrate seamlessly.

Smart TV's: Mercure Hythe Imperial Hotel recognise that in-room entertainment is one of the pillars of their guests' experience, and therefore wanted to upgrade their existing televisions to smart TVs.

These offer guests access to a larger range of channels and social media options, directly from the comfort of their rooms.

Benefits

The unified communications solution designed and managed by Silver Lining has significantly simplified Mercure Hythe Imperial Hotel's complex communications infrastructure, which previously involved multiple technologies from different providers.

By consolidating the services under one supplier, Mercure Hythe Imperial Hotel has gained from overall improved network performance, more innovative ways to serve its customers, and a more consistent level of service throughout, all while significantly lowering the total cost of ownership (TCO).

0845 313 11 11
www.everycloud.eu

