

## Case Study

# GSE GROUP

**Company**  
GSE Group

**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. Silver Lining is consolidating all of GSE Group's communications 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 752 3-star and 4-star hotels located in 51 countries across the globe. By embracing dynamic growth, Mercure'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'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 is a company that demands the very best telecoms and IT service available.

*"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 Solution that integrates with our web based booking system."*

**Managing Director, GSE Group**

## The Solution

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

Cloud IT Solution Using Silver Linings innovative Intelligent Cloud Optimised Network platform, GSE Group now benefit from a resilient network across XXX UK sites, forming the infrastructure backbone to implement the company's unified communications environment. In addition to migrating GSE to the cloud we Silver Lining are providing new Thin Clients and Screens to all of the users.

Wi-Fi: Wi-Fi is absolutely fundamental to GSE Group due to their customer's expectancy for high speed connectivity. Silver Lining deployed 2 types of secure, superfast, responsive and reliable connectivity. The first option is open to all customers, whilst the second incurs a cost to receive more bandwidth at a higher speed. Silver Lining deliver a managed 100mb/100mb Fibre Circuit to the hotel in order to support the Wi-Fi solution.

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

## Benefits

The unified communications solution designed and managed by Silver Lining has significantly simplified GSE Groups complex communications infrastructure, which previously involved multiple technologies from different providers. By consolidating the services under one supplier, Silver Lining 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).

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