

ALL ASPECTS OF THE SPECTACULAR TRUMP PANAMA HOTEL ARE DESIGNED TO EXCEED ITS CLIENTELE'S EXPECTATIONS

ALCATEL-LUCENT DELIVERS HIGHLY RELIABLE, SCALABLE VOICE AND DATA SOLUTION FOR GUESTS AND STAFF



TRUMP
OCEAN CLUB[®]
INTERNATIONAL HOTEL & TOWER
PANAMA

As the largest and tallest building in Latin America, everything about the Trump Ocean Club International Hotel exudes quality and sophistication; rising 70 stories above Panama Bay, the luxury hotel attracts discerning guests from all over the world. Known as the Trump Panama, the hotel was officially opened in July 2011. Consistently exceeding guest expectations requires best-in-class solutions and flawless execution.

CHALLENGES

- Provide LAN and telephony services to guests and staff throughout new hotel
- Zero tolerance for any negative impact on guest experience or quality of service
- Provide easy-to-manage infrastructure, minimizing network overheads, both operational and maintenance
- Implement robust infrastructure capable of supporting diverse requirements for future expansion

SOLUTIONS

- Alcatel-Lucent OmniSwitch™ family, including multiple 9700E, 6850, 6400 and 6250 devices
- Alcatel-Lucent OmniPCX™ Enterprise Communication Server
- Alcatel-Lucent 4059 IP Attendant Console
- Alcatel-Lucent 8 Series IP Touch phones, including models 4068, 4028, 4018 and 4039

BENEFITS

- Reliable, secure, high-performance infrastructure enables staff to deliver on guest expectations
- PBX allows intuitive management console and powerful integration between LAN and IP PBX allows environment to be efficiently operated by hotel's small network team, minimizing operating expenses
- Infrastructure easily adaptable to meet volatile future needs of hospitality business
- Significant reduction in costs for high users from €1,000 per person, per year to €50 and reduction in mobile costs is saving "hundreds of thousands of euros"

“ALCATEL-LUCENT SOLUTIONS GIVE US EXACTLY WHAT WE NEED; GREAT RELIABILITY, LOW OPERATING EXPENSES, INTUITIVE FUNCTIONALITY AND THE FLEXIBILITY TO RAPIDLY ADAPT THE INFRASTRUCTURE TO MEET THE CHANGING NEEDS OF OUR BUSINESS. I WILL TELL ANYONE WHO ASKS: ‘WE DEFINITELY MADE THE RIGHT CHOICE IN PARTNERING WITH ALCATEL-LUCENT!’”

Fabio Vasquez, IT Manager, Trump Panama Hotel

EVERY COMPONENT WE SELECT MUST BE TOTALLY DEPENDABLE. THERE IS ZERO TOLERANCE FOR ANYTHING THAT NEGATIVELY IMPACTS THE LEVEL OF SERVICE OUR GUESTS EXPECT

THE CHALLENGES

For any organization bearing the Trump brand name, there is an expectation that it will exemplify ‘best in class’. For guests at a Trump hotel, there is an expectation that their access to the network will be trouble free, and the telecommunications services flawless.

As a new structure, the hotel had a fundamental requirement to install telephone and network access throughout all public areas and the 369 guest rooms, as well as to over 400 members of staff. Though an essential and basic function in any hotel, in order for Trump Panama to consistently meet guest expectations and ensure the smooth execution of behind-the-scene operations, it was imperative that the infrastructure be completely reliable, secure and easy to manage.

The demanding task of ensuring that every aspect of the sail-shaped building’s telecommunications and technology services run smoothly is down to Fabio Vasquez, IT manager for the hotel.

Vasquez comments, “We take great pride in providing all of our guests with the highest possible levels of service, and one of the most critical components to help us deliver on these expectations is a world-class network infrastructure. Because of this, we chose Alcatel-Lucent as our preferred supplier of voice and data solutions.”

THE SOLUTION

At its core, the Trump Panama hotel’s network infrastructure utilizes Alcatel-Lucent OmniSwitch switches, including multiple 9700E, 6850 6400, and 6250 models. This network infrastructure was chosen for its ease of integration and reliability to support the third-party products that were already in place at the hotel.

A wide variety of Alcatel-Lucent 8 Series IP Touch phones were deployed throughout the building, all complemented by an Alcatel-Lucent 4059 IP Attendant Console and an Alcatel-Lucent OmniPCX Enterprise Communication Server.

THE BENEFITS

“Every component we select must be totally dependable; there is zero tolerance for anything that negatively impacts the level of service our guests expect,” reflects Vasquez. “Our Alcatel-Lucent products all have great stability and reliability. We’ve been able to incorporate additional redundancy into the infrastructure without the need to acquire new licenses or additional hardware; this was straightforward to achieve and obviously very cost-effective.”

Despite the scale of the hotel, it employs a relatively small IT team, placing an emphasis on selecting components with inherently low management and maintenance requirements.

“We cannot waste time babysitting the infrastructure, we just don’t have the resources,” comments Vasquez. “All of our Alcatel-Lucent equipment is extremely easy to manage and operate. The user interface is intuitive and we have quickly become very confident in monitoring and controlling our environment. In addition, the level of integration between the LAN and IP PBX is just seamless. All of this adds up to making the team much more efficient and allows us to keep everything moving smoothly.”

Vasquez concludes, “Alcatel-Lucent solutions give us exactly what we need; great reliability, lower operating expenses, improved functionality and the flexibility to rapidly adapt the infrastructure to meet the changing needs of our business. I tell anyone who asks: ‘We definitely made the right choice in partnering with Alcatel-Lucent!’”

NEXT STEPS

Keeping ahead of the competition requires the hotel to continually evaluate and implement the latest technological advances. “We are always looking for new ways to use technology to further enhance the guest experience, so we needed a platform that could support diverse advances in voice, video and data delivery without necessitating radical changes to what was already in place.” Vasquez observes, “The selection of Alcatel-Lucent as our partner has given us what has proven to be an ideal platform for new projects. We are underway with many new initiatives, including voice and video over wireless, and an Internet Protocol TV implementation. Another undertaking involves the creation of guest and event specific access control levels, where bandwidth specifications are guaranteed to meet pre-agreed performance thresholds.

“We’ve been able to support each of these endeavors using the existing Alcatel-Lucent infrastructure as the foundation. Having this amount of scalability and flexibility protects our investment and allows us to move in whatever direction is desired.”

CUSTOMER SUMMARY

Customer Name: Trump Ocean Club International Hotel

URL:
www.trumphotelcollection.com/panama

Industry: Hospitality

Number of rooms: 369

Number of employees: 400

www.alcatel-lucent.com/enterprise

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