LOFTY LODGING

GRAND HYATT SINGAPORE DELIVERS BROADBAND ACCESS FOR HOTEL GUESTS WITH CISCO SOLUTION.

Grand Hyatt Singapore is one of the 210 Hyatt hotels and resorts around the world. Located in the heart of Singapore's commercial and entertainment district Orchard Road, the hotel offers superb accommodation and restaurants, as well as world-class conference and recreation facilities. It is one of South East Asia's leading five-star hotels.

The hotel positions itself as an oasis for both business and leisure travellers looking for the comforts of a home on the road. Business travellers constitute about three-quarters of the hotel's guests.

THE CHALLENGE

GRAND HYATT SINGAPORE INVESTS IN CISCO TECHNOLOGY TO WOO BUSINESS TRAVELLERS.

Grand Hyatt Singapore has always set the benchmark in innovative practices. Technology use is no exception to this philosophy. The hotel's commitment to excellence and guest satisfaction is reflected in an ongoing upgrading of all facets of its infrastructure.

For instance, its Grand Wing tower has recently been renovated to pave the way for a brand new Grand Club Lounge and stunning new guestrooms fitted with hi-tech workstations and flat-screen Bang & Olufsen television sets. The Grand Club Lounge is conceptualised by renowned Japanese interior designer, Super Potato, the same team responsible for the hotel's mezza9, a popular lifestyle restaurant with an open kitchen concept.

In November 2003, Grand Hyatt Singapore invested just over S$1 million on a total connectivity project, powered by Cisco Systems, to provide Broadband wired and wireless Internet access to woo business travellers. The investment is also aimed at maintaining the hotel's forefront position in the Meetings, Incentives, Conventions and Exhibitions (MICE) sector.

"About 75 per cent of our clientele comprises of business travellers, and our conference and meeting room facilities are much in demand all year round. Our clients also expect reliable and secure connections to their corporate networks and to the Internet. Our aim is to exceed their level of service expectations," says Willi Martin, general manager of Grand Hyatt Singapore.

Companies holding events in the hotel can easily create a private corporate network as all conference and meeting facilities are pre-wired with Gigabit-class fibre optic and the latest Category-6 cables. The cables are all linked to an on-site sub-server room for optimised security, making Grand Hyatt Singapore the first hotel in the country to provide such a facility.

"Grand Hyatt Singapore has been at the forefront of the MICE industry. We are guided by our clients' expectations to provide them with network connectivity equal to that which they enjoy at their own offices," said Mark Kendall, information systems manager at Grand Hyatt Singapore.

Wireless connectivity is also available from anywhere in the hotel, including all the guestrooms, restaurants, lobby and even around the swimming pool, offered by the hotel's 65 wireless access points.

CISCO SYSTEMS

THIS IS THE POWER OF THE NETWORK. now.

THE SOLUTION

**CISCO'S GIGABIT ETHERNET AND MOBILE SOLUTIONS
SERVE UP RELIABLE CONNECTIVITY ANYTIME, ANYWHERE.**

The S$1 million overhaul of the hotel's network infrastructure began in June 2003 with the installation of Cisco System's Fibre Optic Gigabit network, which comprises the Cisco Catalyst 4506 Series and Catalyst 2950 Series Switches.

"Our old networking infrastructure was unreliable as we were mainly using Asymmetric Digital Subscriber Line (ADSL) modems over a 30-year-old twisted pair of telephone cables," explained Kendall.

In addition, the hotel had to rely on ad hoc laying of cables as Broadband access was only available in limited meeting and guestrooms.

With the new fibre optic Gigabit backbone, Grand Hyatt Singapore has been able to serve up reliable transmission speeds of up to one gigabit per second to every function facility.

Cisco Internet Mobile Office, a complete suite of end-to-end mobile connectivity solutions, including the Cisco Aironet 1200 Access Points, have also been installed.

With Cisco Internet Mobile Office, mobile professionals are guaranteed secure, Broadband access to the Internet anytime, anywhere while on the move within the hotel. The communication platform is also a foundation for advanced technologies, such as IP telephony and IP videoconferencing.

Asked why the hotel decided to go with a Cisco solution, Kendall had this to say. "Only by using a completely Cisco-powered networking solution can we ensure that we deliver the highest quality of service to our guests. We have long singled out Cisco Systems as our preferred networking hardware supplier."

The Broadband wired and wireless Internet access is powered by inter-touch, the leading provider of fast, convenient, reliable and secure wired and wireless Broadband connectivity and applications to the business traveller in over 50,000 hotel guestrooms, meeting rooms and business centres in 28 countries. inter-touch's broadband wireless and wired solutions cater for greater than three million connections annually. Since 1998, inter-touch has partnered with many prestige hotel brands and management companies around the world including Accor, Hyatt International, Hilton Hotels, InterContinental Hotels, Langham Hotels International, Le Meridien Hotel & Resorts, Marriott, Mirvac Hotels & Resorts, Oakwood, Ritz Carlton, Shangri-La Hotels & Resorts, Sheraton, Stamford Hotels & Resorts and Thistle Hotels. inter-touch is privately owned and headquartered in Singapore, with offices in 11 countries throughout Asia Pacific, China, the Middle East, Africa and Europe.

GRAND HYATT SINGAPORE RELIES ON CISCO SYSTEMS, ITS PREFERRED NETWORKING VENDOR, FOR ITS HIGH QUALITY OF PRODUCTS AND SERVICES.

Vertical cabling infrastructure and the core switch were installed first, followed by floor-by-floor migration to the new Cisco switching infrastructure.

"Continuity of service is critical for the hotel. We went for gradual implementation to minimise the impact on guests," said Scott Armstrong, global operations manager of inter-touch. "The whole process took about six months, a commendable effort considering that the hotel has a high occupancy rate most of the time."

He added, "We completely redesigned the network for the meeting rooms and function areas, and installed a total of 65 wireless access points. This allows the hotel to address clients' needs in a more flexible way – an extremely important criterion when dealing with the corporate events market."

THE RESULTS

Grand Hyatt Singapore's advanced networking infrastructure, powered by Cisco Systems, can be compared to a new highway designed to cater to present and futuristic vehicles of all sizes and speeds.

The hotel's investment has revved up service in multiple aspects, including in-room and conference room connectivity. Kendall said, "Business travellers can plug their laptops to pre-installed Ethernet sockets in the privacy of their rooms or at conference areas to enjoy reliable, secure and fast transmission speeds of up to one gigabit per second. Guests can also surf wirelessly anywhere in the hotel, including guestrooms, restaurants, hotel lobby and even around the swimming pool."

CISCO WIRELESS SOLUTION ENABLES GRAND HYATT SINGAPORE' GUESTS TO STAY CONNECTED ANYTIME, ANYWHERE WITHIN THE HOTEL. OTHER NEW APPLICATIONS MADE POSSIBLE BY CISCO HELP IMPROVE STAFF PRODUCTIVITY AND RESPONSIVENESS TO GUEST REQUESTS.

Service applications in guestrooms have also been enhanced. For instance, Grand Hyatt Singapore's new "Virtual Butler" application will allow guests to make any request – be it for extra towels, in-room service or a restaurant booking – via the television or a laptop connected to the hotel's portal. Requests through the television can be made by pressing certain buttons on modified TV remote controls or wireless keyboards. This system will be useful for guests who prefer not to speak English.

Kendall added, "The advanced network has also improved hotel staff productivity. It supports a new food and beverage point-of-sale and restaurant reservations system that streamlines the order taking process. Using Pocket PCs, orders will be taken by service staff and fed back wirelessly to a central database to enhance work efficiency. Restaurant host stands are also equipped with large touch-screen panels for better coordination of walk-in or Internet bookings."

The Cisco Systems-powered networking infrastructure will also support the hotel's job tracking and action management system called "I-trax". For instance, Pocket PCs will be used by bell attendants and housekeepers to send and receive jobs wirelessly, providing timely responses to guest requests. With wireless technology, the attendants will be able to access real time data on the move and deliver new levels of productivity.

A key component of Hyatt philosophy is recognizing people as a key asset to the business. In line with advancements in technology, Grand Hyatt Singapore provides up-to-date computer training through internal and external classes and self-paced training programs.

THE PARTNERSHIP

TIE-UP WITH CISCO AND INTER-TOUCH BRINGS ABOUT INNOVATION.

Grand Hyatt Singapore's partnership with Cisco Systems and inter-touch has enabled it to reaffirm its position as an innovator and leader of hospitality technology in Asia Pacific.

"We are impressed by Cisco Systems' solutions which offer a quality unmatched by any. inter-touch has also met our expectations many times over," said Kendall.

A business partner of Cisco Systems since 1998, inter-touch has installed Cisco equipment in about 80 percent of all its Broadband Internet access implementations worldwide.

"Broadband Internet access services rely on a stable infrastructure. inter-touch uses Cisco switches as the company is the market leader and its products provide the features and reliability we need for our network," said inter-touch's Armstrong.

GRAND HYATT SINGAPORE REAFFIRMS ITS LEADERSHIP IN THE HOSPITALITY SECTOR, THANKS TO ITS PARTNERSHIP WITH CISCO AND INTER-TOUCH.

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