

snom

Success Story
HOTEL LIMA



THE TECHNOLOGICAL REVOLUTION OF THE HOTEL LIMA IN THE COVID-19 ERA

The Hotel Lima is an iconic establishment in Marbella that has been run by the Lima family since 1965. Thanks to its age and its history, the building has become a benchmark in tourism on the west coast of Malaga.



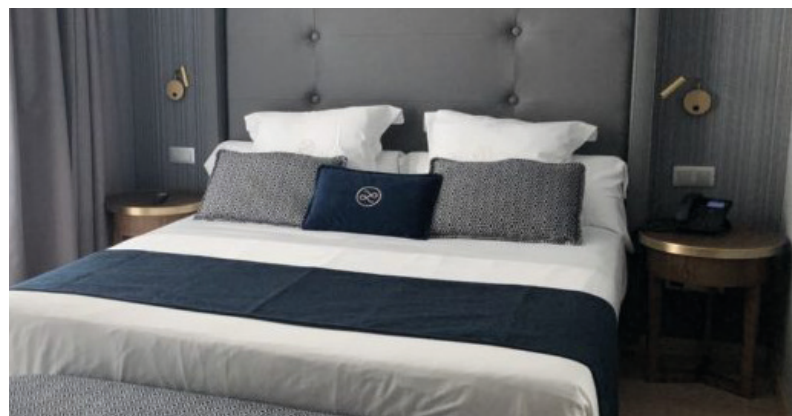
Now, over 50 years-old, the hotel is reopening its doors after thorough renovations which began in October 2018, taking it from 2 to 4 stars, and providing it with a new communication system to make it more modern, more stunning and better connected thanks to the incorporation of the latest VoIP technology.

Communication is clearly vital for the Hotel Lima, both for its guests and for its employees. That is why the hotel decided to redesign all communications in the building and incorporate a new, functional, future-proof system. To reach this goal, it was supported by BNT Business, a company providing Engineering and VoIP Telecommunications services for businesses, and the German manufacturer of IP telephone systems, Snom Technologies GmbH.

After reviewing the existing installation and work model required for the hotel's communications system, the BNT Business team installed a completely new system incorporating a powerful communication core: an IP4Business telephone switchboard designed for the hospitality sector.

In the first phase, the existing analogue telephones in the hotel were set up using IP gateways, and later on, the definitive step towards modernization an innovation in communications was taken with the installation of Snom equipment. Now, all the rooms and common areas have SNOM D717 telephones, all with advanced features and a connection to the IP4Business switchboard, taking the hotel's communications to the next level. The equipments functionality is complemented by a carefully-designed aesthetic which is perfect for the Hotel Lima's new identity.

BNT Business also integrated the IP4Business switchboard system into the hotel's PMS, combining automatic call rates, room status (clean/ dirty/ incident) and real-time reporting on the availability of the rooms and the expenses incurred by guests at any given time. The Hotel Lima system now calculates the hotel's profitability margins, which are updated based on rate costs.



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It now has an alarm/wake-up system which uses the Snom system, from which a service for a room or block of rooms can be programmed, with an automatic report to reception of rooms that have been woken up and an alarm at reception for rooms that have not woken up.

The result is a 100% connected hotel, which also incorporates fibre optic Internet in each of its rooms through gpon technology, tablets in each room, locks that are opened with a mobile device or the client's smartphone and a series of measures to minimize social interactions in this era of COVID-19: rigorous cleaning and disinfecting protocols, redesigned common areas and frequent check-ups for employees, among other measures.

SOLUTION

For the new system, BNT Business chose Snom equipment, which is specially designed for environments that need a perfect union of aesthetics and functionality. In addition, their phones are easy to clean, which allows the hotel to comply with its rigorous hygiene protocols in this new Covid-19 era.

"Especially in the hospitality sector, we work in an environment that requires functionality and aesthetics. Snom's advanced technology, particularly the D717 phone, offers a more complete and comfortable user experience, particularly with the adaptable brightness of its screen depending on the conditions of the room" explains Ismael Baquero, BNT Business Manager.

"At SNOM we seek to be close to our partners to help them on a day-to-day basis, and we also have companies such as BNT Business that have extensive experience in VoIP technology and who can guarantee success" explains Miguel Anillo, SNOM Iberia Channel Manager.

Undoubtedly, the incorporation of the Snom telephones has coincided with a historical moment of significant change, and has integrated perfectly with the current situation and with the new BNT Business communications core.

In summary, call rate software and an IP4Business telephone switchboard for Hospitality connected to 61 Snom D717 telephones installed in the rooms and common areas of the hotel.

The Lima family can fulfill their wish to make this new boutique hotel even more useful for travelers with more exquisite facilities, rigorous COVID-19 protocols and a wide range of services and activities without losing sight of the core of its activity: communication.

