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TRUMP INTERNATIONAL BEACH RESORT ENHANCES GUEST EXPERIENCE WITH POLYCOM WIRELESS COMMUNICATIONS

One of the leading hotels of the world relies on Polycom's SpectraLink wireless telephones to help provide the ultimate guest experience

MIAMI and PLEASANTON, Calif. – Sept. 8, 2009 – The economic downturn has impacted industries around the globe, but few have been hit harder than the travel industry. Fortunately, amid all the doom and gloom, some hoteliers have found ways to distinguish their properties and services in order to stand out from the crowd and succeed even in hard times, and [Trump International Beach Resort](#) in Miami has done just that.

Situated between Miami and Fort Lauderdale in the exclusive enclave of Sunny Isles Beach, Florida, Trump International Beach Resort is a lavish oceanfront oasis that was recently named one of the [Leading Hotels of the World](#). As part of its commitment to provide the ultimate guest experience, Trump International Beach Resort management have equipped hotel staff with 150 [Polycom® SpectraLink® 8000 Series wireless telephones](#). The handsets allow staff to communicate in real-time from anywhere on the property – from the front desk, bell desk and concierge to catering, housekeeping and engineering services. The handsets are durable, feature-rich, and cost effective and help resort employees to streamline communications across the property.

Trump International Beach Resort teamed with Hotel Internet Services (HIS) to deploy their property-wide wireless communication network. Gary Patrick, president of HIS, commented on why they chose Polycom's SpectraLink system, "Resort management looked at other wireless communication systems and realized that, without a doubt, the SpectraLink solution offered the greatest up-front savings and added return on investment with regard to the property's existing telephone infrastructure. Plus, Polycom and SpectraLink are brand names they knew they could trust."

The SpectraLink 8000 Series handsets operate on Ruckus Wireless Wi-Fi infrastructure, which covers more than 500,000 square feet of space including 390 guest rooms, 22,000 square feet of conference space, and the resort's beachfront, administrative offices, restaurants, retail shops, bar/lounge areas, lobby, pools and parking structures. In addition to voice over wireless LAN (VoWLAN) calls, the handsets also offer push-to-talk (PTT) voice communications with the ability to assign 24 separate workgroups for targeted multicast communications.

The wireless phones also integrate with M-Tech's HotSOS (Hotel Service Optimization System) Application. This integration allows guest requests, service orders, and incident notifications to flow quickly through the hotel system so that the right person receives the right information quickly. HotSOS supports two-way communication, so resort staff can instantly update room, work, and incident status in real-time without calling a dispatcher



“Before we had ubiquitous Wi-Fi coverage coupled with the SpectraLink phones, we had to use walkie-talkies and cellular phone to try to communicate with each other throughout the property,” said Colin Gold, Resort Manager. “Now we have seamless, reliable, real-time communications across throughout the property and across our organization, allowing us to be more responsive and provide our guests with the ultimate luxury experience.

Gold added, “Guest satisfaction was already high, but we expect to see it increase even more with our improved communications system. Additionally, we’re seeing immediate ROI because we were able to cut back significantly on our cellular costs. ”

“All in all, we’re very pleased with the SpectraLink devices,” said Gold. “They’ve enabled us to provide faster, improved services to our guests – and ultimately, guest satisfaction is what Trump International is all about.”

About Trump International Beach Resort

A new member of The Leading Hotels of the World, the Trump International offers 390 oversized guest rooms and suites, each with a private balcony and spectacular views of the Atlantic Ocean or Intracoastal Waterway. Luxurious amenities at Trump International include a full-service spa & fitness center, two restaurants, three lounges, tennis, business center and 22,000 sq. ft. of meeting and banquet space. The Trump International Beach Resort opened in 2003 and has been consistently hailed as one of the best Miami Luxury hotels. The resort is managed by the International Resorts Management Group.

About Hotel Internet Services

Founded in 2003, Hotel Internet Services (HIS) is a leading provider of secure wired and wireless Internet services, 24x7 guest support and monitoring services, unattended business centers, kiosks and meeting & convention services for hotels, resorts, timeshares, casinos, and other venues. Over 150,000 business and leisure travelers use HIS Internet services each month. HIS provides services to hundreds of hotels, resorts, casinos meeting and conference venues across the US. Hotel Internet Services has offices in California, Florida and Nevada. www.hotelwifi.com

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