

# Luxury hotels enhance Manhattan guest experience while lowering carbon footprint

## Hotel chain enables happier, more productive stays by implementing fiber connectivity with Ultra-High Speed Data

A European-based hospitality chain that specializes in providing guests with a highly customized and luxurious experience wanted to bring that same experience to properties they own in New York City.

To accomplish this, the IT director called upon the deep industry knowledge of a proven technology solutions leader. Spectrum Enterprise serves over 95% of the top hotel brands in the U.S. Whether it's installing a premium television system or offering modern connectivity that is always on, he trusts them to see it through.

"The one word I use explaining our relationship with Spectrum Enterprise is 'success,'" the IT director says. "I see Spectrum Enterprise as a very successful, solid and reliable partner we want to have a long relationship with."

This technology partnership has not only simplified managing the New York locations, but also helped to make them more environmentally sustainable. Fiber technology allows him to sizably reduce the carbon footprint of existing hotels and reduce installation and maintenance costs at future ones as well.

### Keeping guests always connected

From seamless WiFi to high-definition video content in every guestroom, total connectivity is at the heart of the hotel chain's approach to guest service. The IT director explains there is no substitute for fiber when it comes to providing guests with high speed, low latency connectivity.

"We see it as more reliable and more scalable to us and our business needs," he explains. "We're on a mission to put it in everywhere." To that end, Spectrum Enterprise installed a [Dedicated Fiber Internet \(DFI\)](#) circuit at each of their Manhattan hotels.

Donna Cooper, Hospitality Account Manager, Spectrum Enterprise, notes the hotel chain's commitment to impressing its guests extends to the connectivity it provides. "They want to offer a great experience all around, from the room décor to how quickly their laptops and cell phones connect to the internet," she says. "Everything they do has to be the best."

Another core element of the partnership is premium television service. When it comes to television service, guests expect variety, quality and simplicity. As the hotel group's TV provider since 2014, Spectrum



Creating a boutique hotel experience in the heart of Manhattan requires help from a proven technology partner. Spectrum Enterprise fiber connectivity helps boost connectivity while reducing carbon emissions.

### Client profile

#### Company

Luxury hotel group

#### Industry

Hospitality

#### Services

Dedicated Fiber Internet (DFI)

Fiber Connect Plus TV

Ethernet Services

Enterprise Trunking

## Overview

- A luxury international hotel group partnered with Spectrum Enterprise to install connectivity and TV features at two New York City boutique hotels to meet the expectations of the most exacting traveler.
- Connectivity at the hotels is reinforced by a Spectrum Enterprise Ultra-High Speed Data Ethernet circuit. This scalable solution provides reliability against sudden disruptions and ease of future upgrades in speed and bandwidth.

## Outcomes

- An array of viewing options catering to a diversity of language, cultural and content needs are available to guests with Fiber Connect Plus TV.
- All mobile devices, laptops and similar equipment at the hotels communicate without latency issues with Dedicated Fiber Internet (DFI).
- All internet signals are transferred from one Manhattan location to another leveraging Ethernet Services.

## Why it matters

- Lowering the hotels' carbon footprint is critical to future planning. Utilizing fiber technology requires less equipment to elevate the overall level of guest service.
- With a variety of core technology services in place, including connectivity, television and SIP telephone lines to back up automated wake-up call services, Spectrum Enterprise gives the hotel group's IT chain a single point of contact for critical technology needs in New York City.



Fiber Connect Plus TV offers guests a variety of video content. Its minimal equipment requirements allows the hotel chain to reduce maintenance costs while replacing multiple racks of bulky hardware with a few coils of fiber.

Enterprise enabled them to be an early adopter of TV programming delivered in internet-protocol (IP) format.

Today this service can be distributed through Ethernet at each hotel, eliminating the need for boxes and other external equipment. The introduction of [Fiber Connect Plus TV](#) leverages a private and dedicated fiber connection, delivering highly reliable service and over 200 available channels.

"We don't want the bother and complication of having to make the guest learn the technology," the IT director notes. "We just want good, reliable, solid service that isn't complex to use and functions just as well if not better than what our guests have at home."

### Robust support for every guest and the IT manager

At any hotel — but especially a luxury hotel in the heart of Manhattan — guests expect reliable service, whether it be a freshly made bed or an instant connection for their mobile device.

"Internet is as important as hot water in a guest room," the IT director laughs. "Certainly, I know which I'll hear about first if there's ever a problem."

Protecting against any unexpected contingencies and delivering the capability to coordinate services between the Manhattan properties is Spectrum Enterprise [Ethernet Services](#). This is supported by the cloud-based scalability and power of an [Ultra High Speed Data](#) circuit to allow for ample future upgrades in capacity and speed.

"We've moved to the point where when it comes to IT solutions for our New York operations, we have truly one place to go, which is Spectrum Enterprise. Having them as a technology partner just makes things simpler and better."

- IT Director, Luxury hotel group



Robust WiFi is available in all areas of both hotels, utilizing Dedicated Fiber Internet (DFI) circuits. They are not only scalable but reliable, supported by a service level agreement that guarantees 100% uptime.

Also part of the Spectrum Enterprise umbrella of services is [Enterprise Trunking](#) high capacity SIP service for secure, flexible voice communications. This was put in to reinforce wake-up call service to guests of the New York hotels. Bryan Rosenberg, Spectrum Enterprise Manager, Hospitality Sales, notes it is another example of how central fail-safes are to the hotels' service strategy.

"In everything they do, there is a compelling commitment to redundancy," he explains. "They see in every new guest an opportunity to invest in a future brand ambassador and do everything possible to make sure their experience is positive."

### Green solutions that work for everyone

Sustainability is increasingly central to the hotel group's plans. To that end, the IT director is impressed by how Spectrum Enterprise fiber connectivity and TV solutions help reduce his carbon footprint.

"Sustainability is really important to us, not only from a green perspective but from simplifying our equipment

needs," he says. "When I show people pictures of what the IT rooms at our Manhattan hotels looked like before and after we moved exclusively to fiber, everyone asks me how we did it. The answer is we couldn't have done it without Spectrum Enterprise."

**"By updating the TV service we had, we were able to swap out entire racks of hardware with a few coils of fiber. And when you turn the power off on that, not only are you saving BTUs, you are also reducing the air conditioning needed to cool that space. From a green point of view, that's the right way to do it."**

- IT Director, Luxury hotel group

In addition to a substantial cost savings from this reduced energy expenditure, he reports another kind of economy being achieved. His hotels now require less space to accommodate the service equipment

he needs for maintaining high connectivity and television service. In Manhattan, getting the most value from every square foot of a commercial establishment's footprint is vital to success. "A huge amount of space has been recovered," he notes.

Planning around sustainability is a principal driver at a third hotel property now under construction in another part of the city. The hotel group is designing it to be a model for energy efficiency in the hospitality business once it is opened.

"All of us in hospitality should be building more sustainable solutions," the IT director says.

### Building around the concept of bespoke hospitality

The hotel group's business model is designed to offer a highly customized yet comfortable experience for every guest — what is sometimes referred to as bespoke hospitality. Every room is individually designed and decorated to provide for a unique experience that leaves a lasting impression.

"Close to 60% of their guests are repeat guests," Cooper notes. "That's why they are so successful. They want a seamless experience amongst all their hotels, wherever in the world they happen to be. Hence their attention to the internet and the TV service."

Both New York City hotels include a sumptuous theater that relies on Spectrum Enterprise Dedicated Fiber Internet to run screenings and presentations. Here again, the IT director stresses reliability as a chief concern.

"When you rent out one of our theaters to show off an idea or launch a product, and you have invited 200 people to see it, there is an importance to everything going without a hitch," he says. "It's got to be on, it's got to



Having a smart technology partner helps guide the boutique hotel chain in unlocking their future. “We see Spectrum Enterprise as a valuable resource not just in terms of designing solutions, but informing our strategy,” the IT director says.

be working and it’s got to be 100%. Spectrum Enterprise enables us to deliver those capabilities.”

### Staying connected from an ocean away

The challenge of running a hotel from across the Atlantic Ocean can be considerable. That is another reason the IT director is pleased to be partnering with Spectrum Enterprise.

“We have truly moved to the point where Spectrum Enterprise is doing it all,” he notes. “We don’t have to contract with any New York-based service vendors. That is cost saving, time saving and a savings in equipment expense.” He agrees that the growth in their service outcomes is “a testament to Spectrum Enterprise’s constant investment in new technology.”

The installation of Fiber Connect Plus TV required a lot of planning. Cooper and her team focused on meeting tight timelines and keeping the IT director always in the loop from his European headquarters. The end result was not only successful, but

“We have on our phones lists of the numbers of all our New York suppliers on speed dial. Over the years, those lists have gotten shorter and shorter. Now there’s just Spectrum Enterprise. That’s it. Done.”

– IT Director, Luxury hotel group

a model for television installations at additional American hotels being planned for the future.

One further reason he cites for keeping Spectrum Enterprise in his future plans is the dedication he sees from its people, whether they be sales representatives, engineers or technicians: “One thing I noted around the Fiber Connect Plus TV installation was just the availability of their people. These tasks were highly complex in nature, but the fact that an engineer was always there was great for us. The support level we get from Spectrum Enterprise is very unique.”

### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes [networking and managed services solutions](#); [Internet access](#), [Ethernet access and networks](#), [Voice](#) and [TV solutions](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](https://enterprise.spectrum.com).

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