

## Australian Beach Resort Visitors Surf the Net

Mullaloo Beach Suites delivers secure, reliable guest communications while saving money.

EXECUTIVE SUMMARY
<p><b>MULLALOO BEACH SUITES</b></p> <ul style="list-style-type: none"> <li>• Industry: Hospitality</li> <li>• Location: Australia</li> <li>• Number of Employees: 50 employees</li> </ul>
<p><b>CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Deliver secure, dependable wireless Internet services to guests, and streamline business operations.</li> </ul>
<p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>• Reliable Internet service improves guest satisfaction, reduces staff costs, and provides peace of mind.</li> </ul>
<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Secure voice, data, video, and wireless network supports high-speed Internet, in-room services, and ubiquitous network access throughout the resort.</li> </ul>

### Challenge

Mullaloo Beach Suites is a stylish hotel property located in the heart of the dazzling northern beaches of Perth, Australia. This friendly, contemporary hotel has served everyone from leisure travelers on a short holiday to corporate clients on extended stays. Whether they are visiting for business or pleasure, the hotel’s upscale visitors expect the latest amenities, including secure, reliable Internet access.

“Because Mullaloo is a small exclusive property with only 12 suites, we need to deliver services that are a bit more exclusive, such as high-speed Internet access, wireless networking across the entire property, and voice over IP phones,” says Andrew Slomp, managing director at Mullaloo Beach Suites.

All too often, aging communications systems at Mullaloo’s sister property, the Sorrento Beach Resorts, had resulted in unreliable

Internet service. As Slomp’s team assembled a communications system for Mullaloo, he was determined that these issues would not hamper efforts to deliver top-notch service to customers.

“The Internet issues made it very difficult, because you’re trying to provide a high level of service, yet you’re being let down by something that is out of your control, and the guests don’t really understand that it’s not our fault,” says Heather Slomp, manager at Mullaloo Beach Suites.

Hotel staff were becoming frustrated as well, because they often spent hours working together to try to resolve networking issues, instead of focusing on their primary jobs.

“Staff would come to me saying that they weren’t satisfied because they could not please the customer,” says Slomp. “The result was a negative feeling all around.”

The Mullaloo Beach Suites needed a communications system that would deliver reliable Internet access, provide wireless networking, and support a modern phone system. The solution would also need to provide security for business travelers, and work smoothly with Mullaloo’s other resort properties.

“I can’t afford to have a receptionist here 24 hours a day, but we still receive reservation inquiries and other questions after office hours,” says Slomp. “We needed a system that would forward after-hours calls to staff at our Sorrento Beach Resort, which is a larger property and a 24-hour operation.”

### Results

Working closely with Kytec Group Australia, Slomp deployed a Cisco® Unified Communications solution that lets the hotel integrate all of its voice, data, and wireless communications together on one reliable, manageable system. The new Cisco solution delivers the performance and reliability that guests expect, enabling the hotel to meet its reputation for consistently superior service.

The new Cisco solution enables Mullaloo to provide stable, secure, high-speed Internet access to guests 24 hours a day. The result has been more satisfied customers and reduced stress for staff.

“The Cisco solution is much better, because we no longer have to deal with guests complaining and asking why the system isn’t working,” says Slomp.

Andrew Slomp estimates that the new solution is saving his employees an average of two hours a day troubleshooting network issues. Because the service is consistently dependable, Mullaloo can meet the needs of business travelers and other tech-savvy visitors, while keeping staffing expenses under control.

“I don’t need staff here 24 hours a day, because the Internet access is set up so that guests can get it themselves,” says Slomp. “I don’t have to have an IT person to try to fix problems when they happen.”

Hotel management have become more productive as well, because they can focus on their most important job responsibilities, instead of spending time worrying about the network.

“Now that I have piece of mind that the Cisco network is working in both properties, I have more time,” says Slomp. “I don’t have staff and clients ringing me with problems about the systems, the network, and security issues, and I no longer have to wait up to 48 hours for support. I have more time to do other things, like look at new property or install new systems.”

The Cisco solution was designed to support not only Internet access, but rich media like phones and video. With a scalable, flexible solution in place, technology is no longer considered a challenge at Mullaloo, but an opportunity to deliver better customer services and unlock new revenue opportunities.

“Prior to the Cisco network being installed, technology was simply viewed as a service that caused the staff a lot of grief,” says Ben Donaldson, sales director at Kyttec Group. “Now that the Cisco network has been installed, it has opened up a number of possibilities that just weren’t available before, such as IPTV, voice services, and room service and other interactive services using IPTV. Those services simply weren’t available before.”

Keeping the solution running at its best has been simple, thanks to expert support provided by Kyttec, a Certified Cisco partner.

“If a staff member has a problem, he knows in confidence that he’ll get answer in 24 hours,” says Slomp. “It’s almost like having an IT department within my business. It’s seamless, and it works very well.”

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– Andrew Slomp, Managing Director, Mullaloo Beach Suites

## Solution

Cisco Unified Communications gives Mullaloo Beach Suites a complete networking solution not only for guest and visitor Internet access, but also for wireless and phone service throughout the property. Security was an important concern, to help safeguard sensitive business communications and to protect the hotel’s own network from unauthorized users.

“At Mullaloo we have only one Internet connection, so we need to be very wary about allowing our guests access to that connection, and we need to be sure that security is maintained,” says Slomp. “We need to keep visitors out of our internal system, yet give them the ability to have Internet access for themselves.”

“The Cisco solution gives us a range of security options,” says Donaldson. “There is virtual private networking (VPN), physical security, and guest authorization, and it is all transparent. You need different technologies to achieve that, and Cisco makes all those technologies available.”

To let guests stay connected to the network as they roam about the property, the Cisco solution provides support for secure wireless Internet access as well.

“We can provide access through a wireless hotspot within the restaurant, to support an additional guest service, as well as a revenue stream that we would never have had without the Cisco solution,” says Slomp. “The same features that are built into the guest’s room also apply in the restaurant and public areas. Users are allocated a specific amount of bandwidth, and the same security policies apply to all users.”

#### PRODUCT LIST

- Cisco Unified Communications 500 system 500 for Small Business
- Cisco VPN Technology
- Cisco Wireless Access Points
- Cisco Capital Financing

Running the hotel’s phone system over the Cisco network lets staff take advantage of features like caller ID, to be more informed and responsive to customers.

“The Cisco solution lets us support better customer service features, so when a guest calls the front desk, the receptionist can respond to the caller by name, which appears on their phone,” says Slomp.

If someone calls the hotel after hours, calls are automatically forwarded to the reception desk at the Sorrento Beach Resort, eliminating the potential for missed calls.

Cost is always a concern in a challenging economy, so Slomp was pleased when Cisco Capital<sup>®</sup> offered flexible financing options that made the solution easier to purchase and own.

“Mullaloo is a new property, and deploying a network can be expensive, so when the Cisco Capital option was presented, it made a lot of sense to choose that option,” says Slomp. “It lets us get a Cisco network, and it helps with our business and our cash flow.”

With more satisfied guests, improved security, and peace of mind, the staff at Mullaloo Beach Suites are looking forward to serving a growing array of repeat visitors in the future.

#### For More Information

To learn more about the Cisco solution, visit <http://www.cisco.com> or contact your authorized Cisco salesperson.



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