

# Wisconsin Resort & Spa Upgrades its Guest Services and Communications Capabilities

## CASE STUDY

Grand Geneva Resort & Spa migrates to IP Telephony interruption-free with the NVT Phybridge switch innovation.

### Executive Summary

Grand Geneva Resort & Spa  
Industry: Hospitality  
Location: Lake Geneva, Wisconsin  
Number of Endpoints: 25+

#### CHALLENGE

- Deploy a modern IP Telephone solution without disrupting the business.
- Infrastructure overall could be costly and time-consuming given their need to be open 24/7.
- Pricy cable and environmental costs.

#### SOLUTION

- Modern IP Voice solution powered by NVT Phybridge Power over Long Reach Ethernet switches.

#### RESULTS

- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- A quick and easy migration to a new IP voice solution.

#### PRODUCT LIST

NVT Phybridge Switch Series

At the Grand Geneva, a key deliverable is to make each and every guest's stay a wonderful experience. This includes offering the highest level of guest services possible, including the use of its internet and communications capabilities. Whether required for a video conference underway in the main meeting room or for the anxious phone call home for the couple having a weekend away from the kids for the first time, the guarantee these services will work, is as important as the delivery of great food and a comfortable stay.

### Challenge

Grand Geneva's management company, Marcus Hotel and Resorts, knew they wanted to move to an IP Telephony and Unified Communications solution, but the local area network (LAN) and cabling requirements were both cost- and time-prohibitive for this thriving business. With weddings, corporate meetings and family getaways booked well in advance, they were reluctant to interrupt even a single customer visit with the trials of construction work.

Grand Geneva looked for alternatives and found one; NVT Phybridge developed a switch solution to create a separate network path for voice communications, and compliment an existing data network, while optimizing an organization's IT infrastructure for voice and data convergence. It was designed specifically to handle any organization's existing or future real-time voice requirements, while leveraging the proven transmission and delivery of voice calls on which we've come to rely.

### Solution

"By utilizing the NVT Phybridge solution we were able to avoid what would have been costly cable runs that would have made the IP telephony solution cost prohibitive," says Brian Borucki, Director of Infrastructure and Technology, Marcus Hotels and Resorts. "The NVT Phybridge switch was remarkably easy to deploy, and problem free since day one."

In partnership with Mid-America Telephone Systems (MTS Inc.), Grand Geneva's local communications provider, the resort was equipped with IP ACD phones virtually everywhere on the property. Working together, MTS Inc. and NVT Phybridge delivered a solution that saved considerable staffing costs by allowing staff to remain in their current location to do their jobs and not moving them to a contact centre for after-hours coverage.

### Results

Grand Geneva was able to migrate to IP telephony without disruption to operations and no impact on customer service levels. The NVT Phybridge backbone was easy to deploy without incident since deployment providing a great user experience.

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Brian Borucki  
Director of Infrastructure &  
Technology  
Marcus Hotels & Resorts

Many businesses cannot afford the disruption and costs associated with infrastructure and LAN requirements to migrate IP telephony. The ability to transform the existing, proven reliable voice infrastructure into an IP network with power ideal for IP telephony deployment has greater business value to the customer than the technology itself.

NVT Phybridge switches are eliminating all LAN barriers for customers allowing them to optimize the LAN for convergence in a cost effective and risk-free way.