

NEC communications platform lowers costs and raises guest experience

# The Hotel Gotham, Manchester



#### Customer

- The Hotel Gotham, Manchester

#### Industry

- Hospitality

#### Challenges

- Overcome separate routes of communications
- Address high operating costs
- Merge separate sub-systems
- Increase efficiency
- Need for a trusted partner

#### Solution

- NEC UNIVERGE SV9100 communications platform
- Integration with PMS
- Bittel / Jacob Jensen telephones in the guests rooms

#### Results

- Improved guest satisfaction
- Lower operational costs
- A single, integrated system with the PMS

#### Applications

- 6x Mobile Extension licenses



**“The NEC SV9100 hotel-communication solution gives us the confidence we will provide a very high level of customer service and operational efficiency, which is essential to the hotel.”**

David Pryde, Group IT Director, Bespoke Hotels



### Challenges

This was a major building conversion from what was previously a bank to a luxury 4 star hotel in the heart of Manchester, where it was important to integrate the new hotel services and streamline the costs of operating a luxury boutique hotel and at the same time increase efficiency by advanced communications.



## About

The spectacular Hotel Gotham in the heart of mid-town Manchester opened in April 2015 to major acclaim with Bespoke Hotels fulfilling the promise to make it 'a fun, witty destination and a little bit naughty'. It aims to be the sexiest hotel in Europe'.

The completely new hotel in the central conservation area of Manchester is set in one of the city's grandest, listed buildings - a former bank premises at 100 King Street designed by Edwin Lutyens and referenced in Pevsner's Architectural Guide.

The Art Deco building features carvings by local sculptor John Ashton Floyd, and was dubbed the 'King of King Street', due to its grandeur, size and castle-like design.

The building hit the national news in 2010 when it was alleged that safe deposit boxes containing jewellery, gold and master tapes from Joy Division and New Order recording sessions were found on the site.

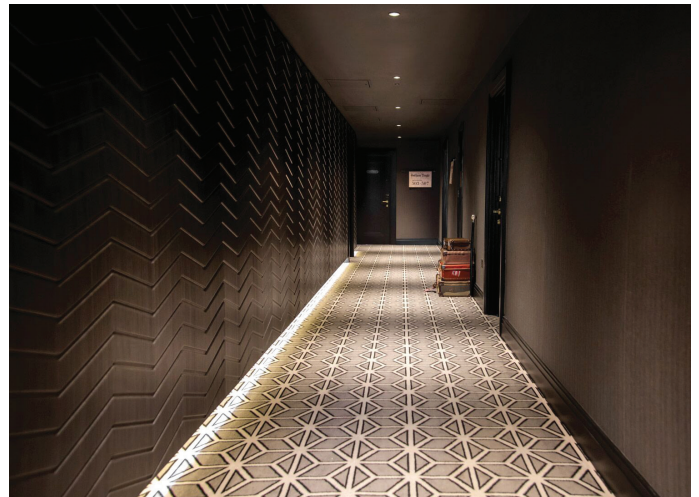
## Solution

The Gotham Hotel, Manchester selected NEC in the UK to improve their guests' experience, increase efficiency and drive profits.

After analysing the hotel's operation and the needs for improvement, NEC advised the hotel to implement a Hospitality Communication solution including Mobile Extension functionality. This enables a user with system phone functionality straight to their mobile while on the move - but without the cost.

## Results

Kees van Donk, Director Hospitality EMEA at NEC: "The fully integrated communication platform has resulted in improved guest satisfaction while providing significantly lower operational costs at the same time. The key factors which help achieve this are the ease of use of the handsets, the integration with both the PMS and with mobile phones, and the management of the system as a whole.



**Europe (EMEA)**  
NEC Enterprise Solutions  
[www.nec-enterprise.com](http://www.nec-enterprise.com)

**Corporate Headquarters (Japan)**  
NEC Corporation  
[www.nec.com](http://www.nec.com)

**North America (USA)**  
NEC Corporation of America  
[www.necam.com](http://www.necam.com)

Case Study: Hotel Gotham, Manchester UK | 03.2016

**About NEC Corporation:** NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of its diverse and global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks. The NEC Group employs more than 150,000 people worldwide. For additional information, please visit the NEC home page at: <http://www.nec.com>