

## TRIPLEPLAY AND NEXTGEN'S MEDIA SOLUTION SAVES CITYWEST HOTEL 600K+ EUROS IN EQUIPMENT AND SUPPORT

THE LARGEST 4 STAR HOTEL IN IRELAND AND ONE OF THE LARGEST IN EUROPE

Dublin's Citywest Hotel is located only 15km from Dublin City Centre. This smart and stylish four star resort is the largest in Ireland with 1,714 guest rooms, executive and self-contained suites. The Hotel wanted to improve on the Media services that were in place. Video on Demand was one of the key drivers, along with Guests being able to access information and hotel services (weather forecasts, local information, billing details). Tripleplay and Nextgen successfully partnered to deliver to Citywest Hotel a top quality and innovative digital media solution that would fully meet their requirements, maximise their existing infrastructure and reduce the overall costs of the project.

### MEETING GUESTS' EXPECTATIONS

In a highly competitive market, hotels are always looking for efficient ways to clearly differentiate themselves and offer innovative services to their customers. Their main goal is to enhance their customers' experience by offering a wide range of services that fully meet their expectations.

Citywest Hotel is committed to providing their guests with an exceptional information and entertainment environment whilst staying at the hotel. They wanted to extend their existing offer to deliver high quality TV & Radio Channels,

Video on Demand services and a dedicated Hotel information channel, Citywest TV, allowing event information & local TV to be shown throughout the hotel. "The adopted solution had to supply a customised Hotel portal for our guests with a bespoke welcome message and information for each one of them," says Linda Lockhart, Citywest Hotel Accounts and IT Manager. "Furthermore, it had to provide a Video on Demand system that would allow our guests to watch movies at the time that best suits them," Linda adds.

### USEFUL AND UP TO DATE INFORMATION THROUGHOUT THE HOTEL

After an extensive trial period, Tripleplay and NextGen were selected by Citywest as preferred suppliers of Guest Interactive TV Services. The solution was developed to deliver a Guest Portal with a customised look-and-feel to deliver information to guests and provide them with user friendly access to over 35 TV and Radio Channels, Video on Demand services and a dedicated Hotel information channel (Citywest TV).

The solution provides the following features:

**Digital TV over a data network:** each room provides the guest with a state of the art digital TV service. This service runs over the hotel's existing IP Network which replaces the analogue TV over a coax. The solution is centrally managed to allow control of TV Channel access

on a per-channel basis and remote maintenance of the Set Top Boxes (STB).

**Movies on Demand:** the system delivers standard and high definition movies in a digital format to the guest's television. The technology provides exceptional image quality and allows guests to stop and re-start movies over a 24-hour period, depending on the purchased package. The VOD platform is integrated with the hotel's front of house billing system (micros Fidelio) for payment of movies and restricting access to content for parental control.

**Bespoke, interactive and fully integrated guest portal:** the fully integrated user-friendly portal enhances the guest's in-room experience. When a guest checks in, a welcome message is displayed on the TV in the guest's room

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*Linda Lockhart, Accounts and IT Manager, Citywest Hotel*



**ABOUT CITYWEST HOTEL**

Citywest Hotel is part of the Mansfield Group which includes Weston Executive Airport, Finnstown House and Palmerstown Stud. The resort is located on more than 380 acres near Saggart, Co Dublin, only 20km from Dublin airport and 15km from Dublin City Centre. This four star resort is the largest in Ireland with 1,714 guest rooms, executive and self-contained suites. It offers conference facilities for up to 4000 delegates and 19 additional meeting rooms. Citywest features two Christy O'Connor Jnr designed golf courses, a state of the art health and leisure centre and a 20 meter indoor swimming pool. The hotel also boasts a wide selection of lively bars and lounges. Citywest Hotel is continuing to expand and is currently in the process of constructing a state-of-the-art Convention Centre, and looks forward to the arrival of the LUAS in 2010.

introducing the hotels' services. The portal offers easy access to TV and Radio Channels, Movies on Demand and Citywest TV channel and also includes extensive information on the hotel's facilities and services such as dining options, hotel maps, health centre and the golf shop. The interface to the hotel's billing system means guests have access to account services

## INDUSTRY STANDARD HARDWARE ENABLES HUGE SAVINGS IN EQUIPMENT AND SUPPORT COSTS

"Combining TV, Video on Demand and the high speed data service into a single data network eliminated capital and operational costs of supporting two separate networks," says Linda. "By adopting Tripleplay's IP TV solution, we can now deliver perfect picture quality to every TV, eliminating the complaints and quality issues encountered with coax based systems. In addition to this improved performance and savings, by using an 'industry standard' Set Top Box we didn't have to replace all of 1,700+ TVs which resulted in substantial cost savings."

Tripleplay solution delivers tangible and substantial benefits:

**Standards based system seamlessly works with existing equipment saving over 600K+ Euros in new TVs:** Tripleplay's architecture and standards based approach streamlines the usage of the hotel's existing infrastructure, significantly reducing the costs of adopting the new solution.

**IP Media Solution delivers high quality TV and movie services:** replacing coax networks with

## A FUTURE PROOF SYSTEM FOR CHANGES IN THE DIGITAL AGE

"The Tripleplay solution is based on a modular design, enabling the easy addition of new services as they become available from the broadcasters," says Tom Mullen, Nextgen's Business Development Director. "Future upgrades include EPG (Electronic Programme Guide), personal video recorder for guests, HD TV broadcasts and PC quality internet access through TV. All these services are activated from the head end enabling a simple low cost upgrade at one point, instead of having to implement the upgrade at 1,700+ individual TVs."

including viewing the current balance.

**Digital Signage plasma screens throughout the hotel:** Plasma screens across the hotel provide current information including weather forecasts, restaurant menus, local activities, meeting rooms and golf courses details and live TV.

an IP network enabled Citywest to deliver top quality TV and movie services to their guests.

**Integrated Media Solution utilises a single IP network eliminating infrastructural and operational costs:** Tripleplay's solution enables Citywest to use their existing IP network to support high speed data access, live TV, Video on Demand and digital signage.

**Centralised monitoring and support delivers reduced maintenance costs:** all elements of the system are centrally managed in an integrated management console, simplifying maintenance tasks. Furthermore, the system's high reliability guarantees in-room availability and reduces maintenance resources.

**Customised look-and-feel allows Citywest to present a consistent branding throughout the hotel:** both guest portal and digital signage have been carefully designed to extend the hotel branding within the TV system reinforcing Citywest's high quality image to guests during their stay at the hotel.



## AT A GLANCE

### INDUSTRY

- Hospitality

### KEY CHALLENGES

- Improve the existing ability to deliver high quality TV & radio channels and a dedicated information channel.
- Provide a digital and high quality movie on demand system.

### IMPLEMENTATION HIGHLIGHTS

- Digital TV over a data network.
- Standard and high definition movies in a digital format.
- Bespoke, interactive and fully integrated guest portal.
- Digital Signage plasma screens throughout the hotel.

### PLATFORM OVERVIEW

- Industry Standards based platform.
- Web based applications for the front and back office functions.
- Automated deployment of client software.
- SNMP Support.
- SNA Integration.

### KEY BENEFITS

- Standards based system works with existing equipment saving over 600K+ Euros.
- IP Media Solution delivers high quality TV and movie services.
- Integrated Solution utilises a single IP network eliminating costs.
- Centralised monitoring and support delivers reduced maintenance costs.
- Citywest presents consistent branding on every TV throughout the hotel.

### PROJECT HIGHLIGHTS

- **Implementation:** first phase delivered 800 rooms in 2 months.
- **Tripleplay Products:** TripleTV, TripleVOD, TripleSign and TripleChoice.
- **Management Services:** 24x7 monitoring and content management services.
- **Integrations:** integrates with the hotel's front of house billing system (micros Fidelio).

### ABOUT NEXTGEN TECHNOLOGIES



Nextgen Technologies is a specialist IT Distribution

Company providing enterprise-class solutions and services focused on data network security, network infrastructure, unified communications and mobility.