An Overview and Guide
For Hotels Considering
An Integrated Technology Solution

“What every hotel General Manager should know about single source solutions and saving cost.”

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What is Pinnacle Hotel360?

From Concept To Reality

Pinnacle’s Hotel360 has taken many years of development and hundreds of hours of testing and refinement to create. It’s not a product easily defined or a solution that does the same things for every application. In the following pages we hope to explain in easy to understanding terms exactly what Hotel360 is and how it can work for you.

In many ways, the Pinnacle proprietary product solution named ‘Hotel360’ is a formalized concept or a solution discipline that follows and adapts to a set of rigid design standards.

The standards are applied over a range of defined parameters that creates a customized product/solution. Hotel360 evolved over decades of development following a simple vision to;

“At some point be able to integrate all of the dissimilar technical sub-systems used in a hotel’s basic environment into a single integrated system product, a single network solution.”

The basic concept and solution had to follow this strict criteria:

Be an integrated single product solution, installed and service by Pinnacle.

Be a solution that includes everything a hotel needed from a list of typical requirements.

Be scalable to adapt to different size hotels, large or small or a group of hotels.

Be configurable to adapt to brand specific requirements or to integrate with existing systems.

Be selectable to insure that each solution provides only what is required and nothing that is not.

Be 100% serviceable by every Pinnacle regional technical service representative.

Be lower in operating cost, by insuring a reduction in hardware, software and maintenance.

“Sounds Simple Enough”

“IT’S NOT”
This bold and challenging vision became a reality after Pinnacle began entering into partnerships with broadest range of suppliers and manufacturers in the Hospitality Industry’s history.

Pinnacle then spent years and substantial investment dollars gaining detailed product insight and designing proprietary interfaces that would allow the various products to integrate together and form a unified solution. ‘Hotel360’

‘Hotel360’ became much more than just ‘convenient one-stop-shopping’ or the lower cost of a ‘turn-key single supplier solutions.’

It’s about distinctively providing “exactly” what hotels or resorts need for now and in the future.

It’s about accurately assessing your communications and data systems needs and then designing and implementing a total network package to meet your specific operations and requirements.

It’s about not paying for hardware and services you’re not fully utilizing or having to settle for product lines that limit your capabilities.

It’s about having only one call to make when “anything” needs service.

Most importantly, it’s about getting the perfect solution at substantially lower operating cost !!

Today, Hotel360 has been installed in hundreds of hotels and has become a brand standard for some major hotel flags. Hotel owners and operators have experienced real cost saving reductions, have better Quality Of Service for guests and substantially improved piece of mind knowing that with one phone call they can expect emergency on-site technical support within two hours guaranteed anywhere in the USA coast-to-coast....!

“That’s the reality.”
What is an integrated network solution?

The Major Integration Components

The focus of this guide is based on ‘Telecommunications’ and the various applications and systems used by hotels.

Some of the terminology used in describing the various technical systems used in a typical hotel may cause some confusion when trying to understand where the lines are drawn in defining one application or a group of applications as many times products are bundled and offered as a combed solution or package.

This can lead to some confusion when trying to compare one vendor’s approach to another and can also result in a solution that includes functions and features not needed.

Technology for the Hospitality Industry is constantly evolving so it’s important to have a basic understanding of how the traditional segments, systems or applications are defined and what’s generally included.

The Major Telecom Components and Systems

- The PBX System
- The Voice Mail System
- The Call Accounting System
- Guestroom and Administrative Telephones
- The PMS System
- The HSIA Network
- Guestroom TV and Content Programming
- The Surveillance System
- The Digital Signage System
- The Administrative Paging System
- The Structure Cabling
- Telecom / Broadband External Connection Services

In a Hotel360 design project, each of these subsystems are evaluated independently based on the specific needs of a hotel’s requirements and the best cost savings approach. In the end, it will all be one integrated solution, maximizing features and benefits and minimizing cost.
The Network Components and Systems

PBX: (Private Branch Exchange)

In traditional terms, the PBX system is a controller (switchboard) used for voice communications. Hotels may have only a few dozen or thousands of telephone extensions for guestrooms and administrative use. The PBX acts as the central switching controller to route telephone calls or voice messages between internal locations or from outside incoming calls.

A hotel is like a small version of a city or town that has a local telephone exchange, so that's where the origin of the term Private Branch Exchange began. A multi-station telephone network within a private facility. The technology used in the hotel PBX system has evolved from controlling predominately analog telephone devices to digital to IP (internet protocol) each having very different technology and infrastructure cabling schemes.

Not too long ago, every hotel had a ‘telephone room’ or maybe just a closet, where all of the wiring from each and every station (telephone device) were routed and connected to centralized terminal blocks, linked to the central PBX controller and the ‘front desk console’.

The next generation of PBX systems resembles a desktop computer and wiring blocks were replaced by circuit boards and rack mounted routers.

Today, the hotel PBX can be a virtual cloud solution and only a small portion of the physical hardware once associated with the PBX system is actually installed at the property. The migration from the older analog systems to the newer digital or IP technologies depends on the property’s existing wiring or cable installation. There are solutions for upgrading almost every vintage of legacy wiring to take advantage of the latest features and capabilities.

Voice Mail:

Often bundled with newer PBX systems, the Voicemail module, also referred to as messaging, provides another major element of a hotel's necessary systems. The capability can be provided as a stand-alone solution or more typically integrated as part of a package. Voicemail solutions typically combine voice mail, automated attendant, wake up calls and automated guest services into one system.

If independent, the voicemail system must integrate with both the PBX and the PMS (Property Management System). Historically, this system has been a 'brand-specific' requirement which sometimes limits the available compatible interface to other required module.
Guestroom and Administrative Telephones

Another key element of any hotel are the guestroom and administrative telephone devices. The typical hotel telephone system has to provide both lower cost guestroom devices and some portion of multifunctional business environment type devices for the administrative staff’s use.

Guestroom telephones have always had one distinct feature that made it unique, a message waiting indicator lamp. The guestroom telephones have experienced many evolutionary changes and once represented an important operating profit center. The concept of providing attractive multifunctional devices was an important 'brand specific' requirement and served as the early internet connection medium utilizing the telephone’s integrated dataport for dialup connection.

The enticement to use the telephone for chargeable local and long distant calls plus the dialup internet connection provided an important model for generating revenue. As the internet connections became more prevalent, hotels were driven to install multiline telephones placing more demand on the infrastructure wiring and PBX system support for sometimes more than double the number of extensions.

Other innovations followed in the guestroom telephone spectrum with the introduction of cordless telephones and dedicated wireless internet connection modules, followed by techniques to share one set of extension wiring for both voice and data at the same time, minimizing the impact on hotels that had only provided cabling for one extension per guestroom.

With a reduced focus on the telephone as a revenue source, the concept of sharing both voice and data over fewer cable connections emerged along with a decline in analog technology by using the internet connection for both voice and data. Using VOIP, (voice over internet protocol) the design of infrastructure cabling has changed by reducing the requirements for traditional twisted-pair dedicated guestroom telephone cabling.

PMS: (Property Management System)

For every hotel the property management system is a critical part of operations and is typically a ‘brand-specific’ requirement. The PMS must interface with the Call Accounting, PBX, POS (point of sales) and other systems.

Used as the main front-desk interface with hotel guests, the PMS system provides the guest registration check-in and check-out, room assignments and tracks the guest’s charges in a folio file to generate a billing invoice. PMS systems provide many other functions for sales and marketing, loyalty programs and other data collection routines.
What is an integrated network solution?

The Network Components and Systems  (Continued from previous page)

Call Accounting System:
Typically a component of the PBX system, the hotel call accounting system is a module that tracks individual billable calls from a guestroom. The call accounting system must interface with the PBX and the PMS systems and based on programmed parameters provides a calculation of charges and posting function to update the property management system.

HSIA: (high speed internet access)
No other technology requirement has had more impact on hotels than providing 'broadband access' or HSIA. Providing sufficient and well managed internet access for hotel guests has been a constant challenge for hoteliers and continues today.

Poorly operating networks or limited available bandwidth are most likely one of the top complaints by guests and have the greatest impact on guest satisfaction surveys. The requirements for better internet access is widespread and as applications grow and more devices become dependent, the need will continue to challenge hotel providers.

There are several interlinked components of the HSIA network solution for hotels:
1. Incoming bandwidth capacity.
2. Local Area Network (LAN) design and installation.
3. Network 'Management Controller'.
5. Guest User 24/7 live support.

The hotel's overall success is based on the right combination of these components, keeping in mind, that the overall operation is only as good as the weakest component. Many older hotels are faced with even greater challenges when attempting to provided adequate capabilities based on legacy infrastructure wiring, not suitable for any hard-wired solutions. Hotels need to rely on expert proven solutions to insure maximum success.

Surveillance System:
Surveillance System: A part of every hotel design today includes a network of interior and exterior surveillance cameras and the related remote or centralized recording units, monitors and network gateway devices.

Systems are installed using hardwired or wireless IP devices. Wireless devices make installations far more accessible than every before to achieve the desired coverage.

(Continued)
The Network Components and Systems  (Continued from previous page)

**Guestroom Televisions and Content Programming:**
Gone are the days of bulky TV’s and ugly cable boxes and 12 local channels. Similar to the rapidly evolving area of internet access requirements are the significant developments in guestroom video, programming and TV technology.

Following the trends in residential home entertainment technology, hotels are faced with bringing similar functions and features to the hotel guestroom to attract business. Today, flat-wide-screen TV’s with built-in cable boxes are the future for hoteliers and loaded with virtually the same programming and channel sections found in the average home are becoming a standard.

With a broader selection for movies, games and other specialty programs it’s clearly a viable new source for in-room revenue. The TV set and related content programming is an area where hotels are finding it a prudent investment to consider upgrading. And new construction, a major cost saving advantage is utilizing the single-cable network connection approach to service everything in the room.

**Digital Signage System:**
Today, many hotels use digital signs to assists guests with concierge services while providing information about nearby businesses. Content can be instantly transmitted to digital signs from remote corporate headquarters or independently from each respective hotel.

Some hotels use kiosks to allow guests to make reservations, get directions and find schedules for meetings or conferences. The digital signage system is much like other hotel subsystems having its own controller and wiring and a perfect candidate to include in an integrated network.

**The Administrative Paging System:**
Another subsystem found in many hotels is the administrative staff voice paging and messaging system that allows hotel staff members to instantly connect to and communicate with hotel staff.

From hotel management to housekeeping and security, the paging system connects the people and resources they need saving time and steps while improving response time to guests or other tasks.

What is an integrated network solution?
What is an integrated network solution?

The Network Components and Systems  (Continued from previous page)

Infrastructure Cabling / Converged Networks:
Simply put, “hotels have a lot of wires” connecting each guestroom and administrative and common areas with the different technology components. In today’s hotel environment, with so many important applications and subsystems relying on a more sophisticated environment, a ‘Converged Network’ is the only practical solution.

The converged network cabling is the backbone infrastructure cabling which is a critical component to insure day-after-day operations at maximum capability and efficiency.

Newly constructed hotels have an advantage in designing the converged network from the ground up, to allow data, voice and video communications to share the same cable, however, older hotels can also benefit from hybrid concepts that can facilitate and integrate both the older legacy (twisted-pair) wiring along with the new multifunctional cable designs.

Telecom / Broadband External Connection Services:
Hotels old and new rely heavily on the quality and capacity of external telecom and broadband connection services. From twisted-pair cooper wiring to DSL, T1’s, Fiber and TV Cable provider services, the connection to the outside world is critical for every hotel’s operations.

Even when considering a off-premises hosted solution, there are still limitations. There is no question that during the next decade hotels will migrate to off premises hosting for the majority if not all of the systems described above. The reduced operating cost and enhanced security along with the ability to stay current with the latest changes to technology, will make ‘moving to the clouds’ an easy decision to make.

However, even with the best cloud networks and datacenter infrastructure, it’s the last mile connection to the hotel that remains venerable without the proper designs for protection in the event of catastrophic failure.

Insuring expert design in this area is critical in considering options like redundant connections and multiple and alternate service supply resources. Without it, nothing works!

“There are many components and a lot of complexities to insuring that a systems integration project saves money and improves performance”
Here’s The Answer to:

“What is an integrated network solution?”

Pinnacle’s Hotel360 “is” an integrated network solution!

Imagine all of the systems and services described in the preceding sections designed to work on a single converged network that does everything a hotel needs, installed by one company with the knowledge, resources and proven experience to install and service every component.

That’s Hotel360 !!

On the following pages, we will explain what’s included in a Hotel360 solution and also how the process works, step-by-step, to turn the customer’s needs into a solution.

We will explain the different phases of analysis, design, engineering, sourcing, testing, project management, site installation and finally the ongoing technical support and live 24/7 guestroom support.

The end result is a unique, custom designed solution for a unique one-of-a-kind system that will be lower in cost and provide exactly what the customer expects.

There is only one Hotel360 and the Lodging and Hospitality Industry can only have one Number One Telecommunications Supplier, and that’s Pinnacle Communications Corporation.
Understanding Hotel360

The Prerequisites
Before we explore the overview of the Hotel360 solution and the various phases of design and installation, it's important to provide an overview of the foundation, what it takes to qualify as an expert designer and systems developer. What it takes to be ranked by industry customers and suppliers as the number one Telecommunications Provider and the resources it takes to operate the nation’s largest coast-to-coast service organization.

Building The Right Organization
This location map shows Pinnacle’s coast-to-coast corporate and service organization’s facilities and operations.

No other telecom provider can offer the Lodging and Hospitality Industry a coast-to-coast guaranteed anywhere “two hour on-site” emergency support.

Anytime-Anywhere!

Having The Right Partners Is Essential
Pinnacle’s partners include the industry’s top tier of product manufacturers and services providers.

(Continued)
The Prerequisites  (Continued from previous page)

Having The Right Experience

Experience takes time….. Pinnacle has provided telecommunications solutions to The Lodging and Hospitality Industry for more than twenty five years and has over 650,000 guestrooms under monthly service agreements. Pinnacle has led the industry into every phase of new technology and is recognized for its leadership position with numerous awards for achievement and is unparalleled in its distinction as the ‘first’ to implement and install new emerging areas of telecom and data networking for major hotel brands.

Additionally, the company has worked hand-and-hand with equipment manufacturers to help design and guide them into new innovations, targeted at providing needed applications for hotels. There are too many achievement accolades and way too many ‘industry first’s’ to mention, but when it comes to technical expertise and industry knowledge, there is only one ‘Number One’.

Being Able To Solve Problems

Experience and knowledge lead to innovation……. At Pinnacle, providing the right solutions at the least cost is always a priority. When the company can’t find what it needs at a reasonable cost for customers, ‘they invent it in house.’ Pinnacle’s highly experienced engineers have designed and produced proprietary products, systems and application techniques that allow them to offer solutions, not available from any other suppliers. This has resulted in numerous Pinnacle proprietary branded products and solutions.
Establishing Customer Trust and Confidence

In The Lodging and Hospitality Industry, there’s no room for miscalculations, missed deadlines or unqualified providers. It’s critical operations, 24/7 and in order to meet and maintain guest satisfaction, and brand specific franchise specifications, hotel operators must depend on and trust only the industry’s leading experts that can keep them open and operating at maximum everyday.

To qualify as an expert in the industry, Pinnacle has “all the right stuff”!

Having The Right Experience
Building The Right Organization
Having The Right Partners
Being Able To Solve Problems
Earning Customer Trust and Confidence

Pinnacle has lead the industry into every phase of new technology over more than 25 years of focused and dedicated commitments to hotel operators and corporate brands and has established itself at the very top of its chosen field. After all, it’s the company’s namesake, “Pinnacle”.

Only after these accomplishments were established was Pinnacle confident in offering it’s customers and the industry it serves the advanced product solution Hotel360 in 2010. Since then, and after many successful installations, the company has realized the true benefits and rewarding value of its unique product solution.

The diversity of industry customers we serve......
Understanding Hotel360

Designing A Custom Integrated Solution

The Site Survey

Every Hotel360 solution begins with a customer meeting and for existing locations, a site survey. The analysis of any special requirements, brand or franchise requirements and the customer’s expected goals starts the process of designing a system. Pinnacle’s expert sales team and managers will review the requirements, analyze options and provide an overview for the customer’s review. The same process is done for new construction, working from the foundation up, where Pinnacle will work with specification drawings from planners and architects to prepare its recommendations and formalize a scope of work overview.

Pinnacle’s decades of experience is important in helping customers to make the right choices based on tangible proven application successes and knowing where to look for the little details so often overlooked.

The Engineering Design Process

What makes a Pinnacle Hotel360 integrated solution so much better is providing engineering designers with the broadest selection of system components available within the Hospitality Industry.

Designing what works best and cost the least is the Pinnacle mantra, and a much better solution for customers than trying to stretch the capabilities of an under-specified component or recommending a solution filled with capability overkill that just adds cost but will never be utilized. Pinnacle understands that what is most important is designing the unique ‘just-right’ solution for every hotel customer’s needs and requirements.

With Pinnacle’s engineering team, there’s no such thing as ‘incompatibility’. If components or subsystems need to work together, that’s where the real expertise comes into play. When off-the-shelf solutions are not available, Pinnacle will work with suppliers to modify software or equipment. If that’s not practical or cost effective, then Pinnacle will design and fabricate the unique interface capabilities so that old and new or components with different formats can work together as an integrated single system. That’s the difference with Pinnacle’s Hotel360.

“The JUST-Right integrated solution”
Scheduling, Sourcing, Project Management

Once a project design has been accepted by the customer, a work order and installation schedule is established and a project manager assigned.

Pinnacle will then order and schedule delivery of the required components and if required, create an internal work order for any custom engineered requirements. The project manager will work with the customer to schedule any site work and plan a mutually acceptable transition or cut-over time frame.

Pinnacle’s decades of experience with hotels understands how critical the cut-over transition or scheduled opening of a new property is and will work diligently to insure delivery by vendors of required components and meet installation deadlines on time.

What’s Better About An Integrated Network Solution?

The Integrated Network
To understand what’s better about an integrated network, you have to first consider the traditional hotel design environment as described in the first sections of this guide. A typical hotel has numerous independent systems and subsystems, each with its own standalone functionality, power supply, user interface controls and related hardware and software components.

Everything lumped together is called the ‘telecom and data networks’. There could be a dozen or more subsystems and many are designed to communicate with other subsystems and in some cases this requires additional hardware and software (boxes) to ‘translate’ dissimilar formats to what is referred to in technical terms, “talk to each other”. The more systems, the more complexities. The basic reality of this design is a scenario for eventual inconvenience and servicing issues.

Repair Service As more and more technologies and their related independent systems are deployed in hotels, all working together via some form of intercommunications, when something is not working, the challenges for the hotel operator to pinpoint the issues can be a daunting task. The last thing a night manager wants to hear when something is broke is, “it’s not our problem.”

When an integrated network is deployed, where everything is supplied and services by one supplier, there’s only one call to make or as Pinnacle says, “Only One Throat To Choke.” An integrated network solution provides so many benefits, it’s difficult to find a starting point, but simplified and lower cost of service is certainly at the top of the list. With a Pinnacle Hotel360 Solution installed, no matter where your hotel is located, anywhere coast-to-coast, Pinnacle guarantees two hour on-site service response for emergency service requests.
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Repair Service

As more and more technologies and their related independent systems are deployed in hotels, everything working together via some form of intercommunications, when something is not working, it can be a significant challenge for the hotel operator to pinpoint the issues. Identifying the failed component can be a daunting task. The last thing a night manager wants to hear when something’s broke is, “it's not our problem.”

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Overall Lower Cost

Any integrated network solution is significantly lower cost than traditional or existing multisystem designs, but a Hotel360 integrated network solution will save even more because it’s designed specifically for each customer’s unique requirements.

Why pay for hardware and services you’re not fully utilizing? Why settle for more costly product lines that limit your capabilities? From the initial cost for hardware, software and licensing fees to installation and ongoing maintenance and servicing an integrated network solution will save money, every day! (continued on next page)
Understanding Hotel360

What’s Better About An Integrated Network Solution? (continued)

Staff Training Is Less Complicated

The more complex a hotel’s systems are along with a list of multiple vendors responsible for each one makes staff training a significant task.

When all of the components are supplied by one company and many functions are merged into more simplified user interfaces, the usual task of staff training becomes much more manageable.

Training Examples:
Example 1: “If you don’t understand something or it’s not working - call Pinnacle”
Example 2: “See number one”
Example 3: “See number one”

It can’t get much easier then that!

To learn about all of the reasons an integrated network is better -”call Pinnacle” !
What’s Typically Included In An Integrated Network Solution?

The Network ‘Backbone’
The network backbone is the core, the main telecommunications connectivity point. The integrated multi-channel core backbone replaces multiple independent voice and data and video sub-networks all connecting to individual systems. Individual connectivity infrastructure requires more cables & hardware.

How the systems engineers view the network requirements.

This illustration provides an easier to understand backbone concept for the integrated network. Almost everything in the hotel connects to the main backbone cabling. Just a single cable to the guestroom and administrative offices provides voice, data and video communications, resulting in far less cabling cost.
Structured Cabling Is An Important Part of An Integrated Network Solution

Structured cabling is the wiring systems used to operate the data and voice communications systems.

Before Integration:

The Individual Networks

The typical networks in hotels for telephones, computers, internet connections, surveillance cameras and televisions have different cabling installations and related servers and controllers and user interfaces, all individually operating.

There are various legacy wiring schemes for different levels of networks and each network may have been installed and under service agreement by individual companies.

Most if not all of the different subsystem networks typically communicate with each other. When something is not working it can be difficult to pinpoint the problems.

After System Integration and Structured Cabling:

All of the same systems are integrated into a single network where each subsystems shares data, voice and video over a consolidated backbone network. All installed by one company, and all operating on the same wired network.

In a fully integrated installation, only a single network cable is required to connect to everything in a guestroom, to the core network.

For example; telephones, televisions, internet access, mini-bars, door locks, HVAC and even surveillance cameras in corridors, operating at different data and voice communications technologies share the same single cable installation.
Understanding Hotel360

What Happens After Installing An Integrated Network Solution?

“Life Will Be Easier”

Cost Savings And Benefits:
It just makes practical sense that having one company responsible for most, if not all, of the hotel’s major communications technology systems will be easier to manage. When there’s just one telephone number to call when something’s not right and knowing that guests will have live 24 hour seven days per week internet access support will simply, “make life easier.”

Easier to manage is a good thing, and having happy guest is even better, but knowing that everything is less costly to install and less costly to maintain is the real outstanding benefit of an integrated network solution.

A Hotel360 Integrated Solution is loaded with cost saving benefits like having a complete system designed specifically for your unique needs, now and in the future. Not paying for hardware, features and services you don’t need or can’t utilize. Having a customized solution that’s scaled for your hotel operations, 3ot an off-the-shelf approach that’s a one size fits all solution that cost more than you need to spend. When you add up all of the benefits it’s easy to understand and justify installing a Hotel360 integrated, single supplier solution.

Pinnacle Communications is the industry leader in providing solutions for the Lodging and Hospitality Industry. Pinnacle has more than 300,000 guestrooms under service agreement contract and is the recipient of numerous industry awards and acknowledgements, way too many to list, so there is no better supplier to consider for a ‘real’ cost saving integrated solution.

Who Can Benefit Most From A Hotel360 Integrated Solution?

The simple answer is every hotel, motel, resort, timeshare, extended stay nursing home, cruise ship or any business with guestrooms and a front desk, big or small. For every application there a matching customized Hotel360 solution. There are huge benefits if facilities are part of a group of hotels localized in one city or spread all across the states or even the world, can all be linked together and operate from centralized systems.

It’s like ‘double integration’ combining all the systems in one facility with an integrated corporate network where a single host system provides operational functions for each location. Today, the trend is moving towards locating all of the centralized systems completely off premises in a cloud and minimizing the overall amount of hardware required in every facility.

Imagine, a group of 25 hotels with 200 guestrooms each, all operating seamlessly from a single PBX systems that’s located in a remote datacenter utilizing a private digital high capacity network. No need to imagine that because it’s available today from Pinnacle 360 Networks, LLC.

So here’s the answer to “who can benefit most from a Hotel360 solution”; every hotel, large or small or groups of hotels located anywhere. It’s that simple! It will be lower cost to install, operate and maintain.

FIND OUT MORE BY CALLING 800 644-9101 Today...!!
Understanding Hotel360

How Do I know If My Existing Hotel Can Benefit From Hotel360 ?

Here’s An Example !
You have an older hotel that’s been upgraded over the past few years and has some almost new components. Everything’s working OK but it cost a lot each month for service. Perfect !

You don’t need to install complete new systems and in many cases what you have can be easily integrated to provide a better centralized and more efficient operation. Old and newer systems can be integrated to provide better performance and expand capabilities.

Even older wiring schemes can be adapted to work with higher level technologies to enable hotels to offer guests the latest applications and services. Even if you don’t replace any hardware components, one huge benefit that will definitely improve your bottom line from day one is to consolidate your service agreements under a single Hotel360 service agreement.

No matter what systems you currently have, Pinnacle can provide coverage for almost everything under a single, one-call-to-make agreement. It will save you money and improve efficiency! Guaranteed! At the very least, Pinnacle can offer you a better cost on you telephone and broadband connection services. It’s worth the call to find out just how much you can save.

Another Typical Example !
You have a hotel franchise that wants you to provide specific level services for guests, but your hotel infrastructure is not suited for that level of services. You’re not sure how to implement improvements or if an upgrade will meet the franchise requirements. How can Hotel360 help you? Perfect !

Pinnacle Communications is a preferred or approved supplier for most Hospitality Industry brands and has in depth knowledge and experience with most franchise requirements for things like HSIA. As part of Hotel360, Pinnacle has developed the specific solutions and approved applications to meet every franchise requirement. Let the experts handle the task. Pinnacle will guarantee franchise compliance for every Hotel360 application that’s installed.

One Last Example !
You considered upgrading some or all of your systems in the past and called your current suppliers to discuss the feasibility of consolidating some or all of your operations, but were told it was not something they would advise, or the cost to do so was just way to costly to justify. Perfect !

You didn’t call Pinnacle! Many suppliers do not have the alternatives available to compare to Pinnacle’s Hotel360 or the proprietary applications and devices to integrate your existing systems to newer solutions, designed exactly to meet your needs. The cost for other suppliers to provide the capabilities of Hotel360 are in most cases, cost prohibited or impossible.

For example, when it comes to major components like a PBX systems, Pinnacle offers all of the industry’s leading brands, Mitel, Alcatel Lucent, Avaya, Hitachi and can provide knowledge and services on any others. No other supplier can match the product depth of Pinnacle and no other supplier can come close to matching Pinnacle’s technical expertise or nationwide service organization.

Solution!
Call Pinnacle for a free survey and analysis of your current systems and requirements.
Understanding Hotel360

How Do I Find Out More About Hotel360?

It’s Easy……It’s Comprehensive……and it’s free!

Call or contact Pinnacle for a site survey and complete analysis of your current or future operations, brand requirements and cost savings review for a customized integrated solution. You will be really surprised at how much you can save.

Hotel360…..the most comprehensive integration solution for Lodging and Hospitality!!

CONTACT PINNACLE COMMUNICATIONS

800 644-9101
email: sales@pinnaclecommunications.com
website www.pinnaclecommunications.com
Thank You...
And Remember...

For more information about Pinnacle Off-Premises Hosted Solutions contact Pinnacle today…… 800 644-9101