



Managed Mobility, Telecom & IT

Technology. Support. Results.



CASE STUDY

CLIENT
NEEMA HOSPITALITY

INDUSTRY
HOSPITALITY



Help Desk – single point of contact for corporate & hotels.



Saved nearly **\$187,000** in Telecom & IT costs.



Handled **295 trouble tickets** for NEEMA.



Ensured compliance with franchises' brand requirements.

Grudi Managed Mobility, Telecom & IT Significantly Improves NEEMA's Services, Saves Significant Costs and Frees Staff Time for Core Priorities

NEEMA Hospitality is known for excellent customer service, improving efficiency and increasing revenues in the franchised hotel business. It currently operates properties in Pennsylvania, West Virginia and Maryland, and is considering expanding to other markets and regions. NEEMA puts strong emphases on serving its guests and building strong, loyal hotel management teams, dedicated to continuous process improvements and the growth of the company. High-quality, dependable, cost-effective Mobility, Telecom & IT are essential to NEEMA's success, which is why it partners with Grudi.

THE CHALLENGE

Succeeding in the hospitality industry takes very high levels of knowledge, skill and commitment. In its efforts to successfully operate numerous hotels under multiple brands, NEEMA was focusing all its efforts on its core business and had little time that could be devoted to Mobility, Telecom & IT. NEEMA understood that its communications services needed updating and expert management, so it called upon Grudi to address an array of challenges:

Telecom & IT

- Because of a lack of internal time and expertise, it was difficult for NEEMA to optimally manage a broad range of services, including phone, internet, WiFi, HDTV, security cameras and more.
- There was no resource within NEEMA for information, questions and assistance with all these services in many different properties.

CASE STUDY / NEEMA HOSPITALITY



"Through its Managed Mobility, Telecom & IT services, Grudi has greatly improved our communications capabilities and management, saving us time, money and frustration. The Grudi team proactively ensures that we have the right services and devices and identifies areas where we can improve. They also take care of many tasks that we do not have the time or expertise to handle in house. This enables us to do what we do best: provide exceptional hospitality services to our customers."

— Sandeep Thakrar

President, NEEMA Hospitality

N|H

NEEMA HOSPITALITY

- Because NEEMA has hotels franchised from several brands, there are a variety of different compliance requirements related to Telecom & IT and other technologies that must be met. Ensuring that this occurred was very challenging, especially when changing franchise brands for an existing property.
- Managing existing Telecom & IT contracts and other issues during franchise brand changes was also challenging. Carrier contracts continued, in spite of the change in franchise.
- It was necessary to upgrade from copper connections to fiber optic cable in order to maintain up-to-date, optimal capabilities.
- An expert internal source was not available to handle a variety of regular needs, such as MACD (Moves, Adds, Changes, Disconnects), help desk services for the management and front desk staffs of the hotels and others. This resulted in added cost and frustration.
- To provide the high level of connectivity guests expect and hotel systems need, WiFi had to be upgraded.

Mobility

- There were several Mobility challenges that were similar to those of Telecom & IT.
- NEEMA did not have anyone on staff who had the knowledge, experience or time to effectively manage its mobile devices and services.
- Devices were outdated or insufficient for each staff member's needs.
- Carrier plans were outdated and not optimized, compromising wireless capabilities and adding unnecessary costs.
- When new devices were obtained, setup was challenging and time consuming.
- There was no one on staff who could answer questions about mobile devices, capabilities, maintenance, plans, updates, services and more.
- Executive staff members periodically traveled internationally without knowing how to optimize mobile devices and features and paid more than was necessary.
- Staff members were frustrated with trying to manage their mobile devices and services.

THE SOLUTION

After carefully assessing NEEMA's situation and needs, it was clear that it required a broad range of Mobility, Telecom & IT outsourced services. Grudi's Managed Mobility, Telecom & IT was the answer.

Telecom & IT

- Implemented a comprehensive Managed Telecom & IT solution for NEEMA to optimize its services, save cost and enable the staff to fully dedicate itself to key business priorities.

CASE STUDY / NEEMA HOSPITALITY

Meet the Grudi team that delivered results for NEEMA!



To deliver the results NEEMA needed, we implemented our managed services, taking into account a

variety of special challenges that a hotel management company faces. With the corporate headquarters and several different properties with numerous, widely dispersed staff, the need for consistency and coordination was extensive. Creating a single point of contact help desk for addressing needs and answering questions was a key success factor.

— Shawn Grimes
Director, Managed Solutions



David Foxwell
Business Account
Relationship Manager

Emily Kessler
Telecom Support
Specialist



Cindy Harbaugh
Customer Service,
Voice & Data

Steve Harelson
Vice President,
Solutions Consultant



Jennifer Campbell
Director, Mobility

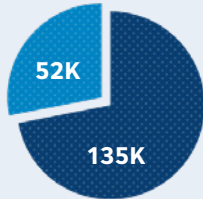
- Provided an array of services and support related to its phone, internet, WiFi, HDTV, security cameras and more. This included needs assessment, selection, provisioning, training, troubleshooting and other assistance.
- Functioned as a help desk and information resource for NEEMA's executive staff and all of its hotels' management and front desk staffs.
- Managed Telecom & IT moves, adds, changes and disconnects for all NEEMA properties and corporate headquarters.
- Provided invoice and contract management related Telecom & IT.
- Ensured that NEEMA properties were in compliance with its multiple franchise brands' Telecom & IT requirements, such as WiFi capabilities, bandwidth, etc.
- Managed the planning and implementation of Telecom & IT service transitions when there were changes in hotel franchise brands. This included carrier plans, which continue from one brand to another, as ownership remained with NEEMA.
- Implemented auto-payment for numerous Telecom & IT services at different properties.
- Upgraded WiFi and broadband to be current with customer and franchise requirements.
- Functioned as NEEMA's outsourced Telecom & IT resource for the corporation and its properties.

Mobility

Grudi determined that NEEMA required "white glove" support to optimize its mobility and relieve staff from managing wireless devices and service, initially and on an ongoing basis. Grudi:

- Implemented its Managed Mobility, providing a combination of managed, outsourced and direct wireless services, relieving NEEMA of numerous tasks and challenges and enabling staff to focus on core business priorities.
- Optimized NEEMA's wireless plans, saving cost and ensuring each staff member had the right service. This has been continually reviewed to identify new, better options.
- Recommended, procured and provided on-site delivery & setup of new devices.
- Trained NEEMA staff on how to get the most out of their mobile devices and service.
- Functioned as a mobility help desk.
- Configured wireless devices and features correctly for international travel, providing functionality and cost control.

CASE STUDY / NEEMA HOSPITALITY

Benefits for
NEEMA include:

\$187,000 Savings
in Telecom & IT cost
– including –
\$52,000 Savings
from other Grudi
services

Grudi Handled
and Resolved

24

Billing Tickets

62

MACD Tickets

209

Trouble Tickets

- Proactively recommended improvements and upgrades as appropriate.
- Maintained and provided NEEMA with updated inventory reports including contract end and upgrade dates.

THE RESULTS

As a result of Grudi's Managed Mobility, Telecom & IT, NEEMA has significantly improved its wireless voice, data and cloud services, reduced costs and is able to focus more on its core hospitality business functions.

- NEEMA now has single point of contact for all its Mobility, Telecom & IT needs, which also includes WiFi, HDTV, security cameras and more.
- Costs have been reduced in many areas through Grudi's outsourced management services.
- Telecom & IT cost savings total nearly \$187,000 as of August of 2021. This includes \$52,000 in savings from services Grudi was able to get turned off during the slow months of the pandemic, which was a very welcome relief.
- Grudi freed up a significant amount of NEEMA staff time by working 24 billing tickets, 62 MACD (Move, Add, Change, Disconnect) tickets and 209 trouble tickets, totaling 295 over the past three and one half years.
- Numerous management and front desk staff at multiple hotels now have direct access to expert Mobility, Telecom & IT professionals to get information, address challenges and ensure that guests receive the top-notch services they expect.
- Grudi helps make sure that NEEMA is in compliance with the requirements of multiple franchise brands.
- Grudi manages the smooth transitions of Telecom & IT carrier contracts and services when hotels change franchise brands.
- Reduced staff stress and frustrations over Mobility, Telecom & IT.

Looking for better results? We're here to help.



MANAGED MOBILITY



MANAGED TELECOM



MANAGED IT



Mobility



Phones



Data



Broadband



Security



Cloud



Consulting