600+ location hotel chain
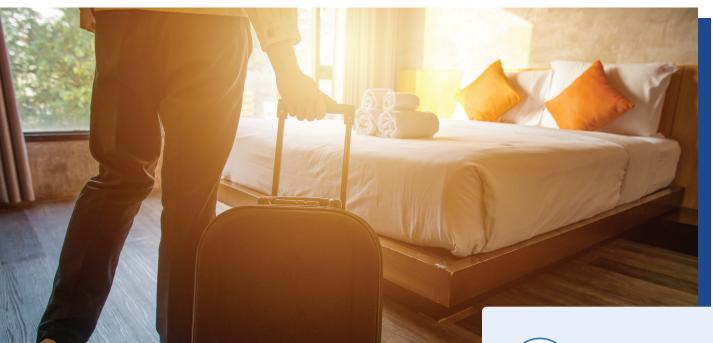
Client Overview

This **600+ location hotel chain** is a mid-tier hospitality company that provides lodging to business travelers and others who need temporary housing. The hotel chain offers affordable prices, home-like amenities like fully equipped kitchens, hospitable features, and high-speed Wi-Fi in every guest room. Seventy percent of its primary business comes through deals secured by its sales teams working with corporations, in addition to agreements with large companies through online travel agencies.

The Need

This hotel chain struggled with too many vendors and an overleveraged budget for technology, in addition to a significant amount of technical debt. These issues affected its operations and overall guest satisfaction. The hotel chain needed a creative partner it could trust to help them solve these issues via a flexible financial model.

650
Active locations

72,000
Rooms supported

12+ Years
Serving this client

20%
Savings in the first 5 years

VELOCITY

The Solution

Velocity consolidated nearly 27 technology vendors into three vendors, including Velocity, to support the hotel chain's sites. This effort has simplified its technology landscape and saved money as a result.

After assessing the technology needs of its business, Velocity upgraded the hotel chain's internet circuits, free-to-guest TV, Wi-Fi environment, back-office services, and phone connectivity.

1,316
Circuits

500
Digital panels deployed

50,435
Monthly Avg ticket intake

11,675
Monthly Avg guest calls

The Results

Single vendor with the best pricing: Velocity consolidated 27 tech vendors, which resulted in a **20% in savings** in the first five years.

Best-in-class customer service: Velocity's NOC & Call Center support team monitors the hotel chain's network performance 24/7/365, enabling it to provide better experiences for its guests.

Customer-driven solutions: The hotel chain needed updated technology to stay competitive in the hospitality space. Velocity enhanced its customer experience by providing the following:

- Free-to-guest TV (in common areas and guest rooms)
- Primary and secondary circuits (provides bandwidth to the hotel and vendors connected to Velocity's router)
- V-CLOUD™, Velocity's proprietary router that relies on SD-WAN technology

Today

Velocity has proudly served this **600+ location hotel chain** with enterprise solutions and managed services since 2010. The hotel chain relied on Velocity to provide Wi-Fi support and connectivity, TV services, and back-office management. Today, we are in a more transformative stage in our relationship. Most recently, Velocity developed a digital signage strategy and installed 50-inch digital displays in its hotels to communicate with guests. The hotel chain also uses the panels to run advertisements, creating additional revenue. Velocity is 100% committed to supporting the hotel chain by keeping its guests connected and delivering the most reliable, best-in-class products and services.