

# From support provider to preferred IT partner

Holiday Inn Birmingham Airport

After experiencing ongoing frustration with the unreliable service provided by their incumbent MSP, Holiday Inn Birmingham Airport (part of the IHG Group) turned to Moremicro for an IT support solution that could deliver the dedicated and rapid problem resolution they required.

As a busy 4-star hotel welcoming over 1600 guests per week, reliable systems and minimal downtime is a high priority for hotel management and duty staff.

## The result

- Technology solutions that facilitate a high level of customer experience for consumer and business customers
- Minimised network downtime with fast, responsive remote and on-site IT support
- Future proofed IT investment/ spend with expert consultation
- Guidance for the hotel on brand standards requirements for system service levels and customer expectation requirements.

Following a comprehensive audit of the hotel's infrastructure, Moremicro determined that some fundamental hardware changes were required to facilitate the recommended security and functionality improvements.

"It's important our clients understand why they need to invest in appropriate IT systems" explains Sandeep Bhopal, Operations Manager. "Certain standards need to be met to ensure system security. Cutting corners isn't an option".

Educating customers on IT best practice is a core part of Moremicro's ethos. So Sandeep and the team were careful to explain what needed to be replaced and why.

## CUSTOMER PROFILE





### INDUSTRY

Hospitality

### CHALLENGE

Persistent network connectivity issues, sporadic Wi-Fi coverage and unresponsive IT support.

### SERVICES PROVIDED

-  Managed IT support
-  VOIP / telecommunications
-  Property-wide guest and staff WiFi
-  IT project management



## A valuable partnership

The strength of the partnership grew and the Holiday Inn team turned to Moremicro to manage IT for their projects, including a large bedroom refurbishment. Whilst a new Wi-Fi infrastructure was installed, the project remained cost efficient as team utilised the existing network where possible.

Moremicro's knowledge of the brand standards ensured the right technology was used for system longevity. "Brand standards stated the service must meet Wi-Fi 6. Meaning that additional cabling had to be installed to get adequate Wi-Fi coverage across the newly refurbished rooms. Shortcuts would risk a drop in the hotel's IHG score" explains Sandeep.

"While the value is easy to quantify commercially, Moremicro truly excels in their responsiveness and friendly service. They've also supported us in transitioning to a cloud environment with Oracle, upgrading on-premises solutions for better security and reliability and implementing digital signage solutions for our meeting areas" explains Jordan Harrison, Group Financial Controller. "They're always more than willing to assist with any digital need".

## Staying ahead of the technology curve

Staying on top of rapidly evolving technology trends is one of the Holiday Inn's biggest challenges. Utilising advancing technology appropriately is something Jordan credits to Moremicro. "As a hotel, we are at the forefront of tech trends solely down to advice we receive from Moremicro. They've been the shining light in introducing us to new technologies and finding the best fit solution for whatever innovation we have planned for our business."

The hotel's focus is firmly on staying ahead in digitisation. They are looking towards self-service technologies and leveraging AI to boost efficiency.

General Manager Jamie Evans explains; "Moremicro has already played a key role in our early efforts and will remain a trusted partner as we continue to innovate".



*The reliability and minimal downtime for us as a business has benefited us astronomically.*

**Jamie Evans, General Manager**