

Case Study

Scalable solutions across two complex rationalisation projects for leading international hotel group, Marriott.

Case Study Summary

The background

A procurement led rationalisation project in 2001 by this leading hotel group awarded Adam Phones exclusive supplier status for all delivery of its mobile comms requirements.

In 2005, due to a merger, the group expanded its requirement by 10 times.

The solution

- Adam Phones applied its proven techniques and technical expertise to ensure the company migrated and transferred its services seamlessly with minimum disruption.
- Adam Phones recommended a range of hardware solutions and tariff changes more aligned to the client's business use.
- Improved billing processes and access to free reporting tools enabled this client to put in place internal procedures for the control and measurement of its mobile comms expenditure.
- End users experienced an enhanced level of technical service and support with 24/7 365 day access.

The results

The company receives a large scale solution from a smaller independent provider that can quickly and easily adapt its range of flexible solutions.



The client

Marriott Hotels is a leading worldwide hospitality company. Marriott International has nearly 2,800 hotel properties in over 70 countries and territories around the world.

The challenge

Each division and property within Marriott had been negotiating its own mobile phone contracts with various suppliers. The existing solution was fragmented, time consuming and difficult to manage. Marriott felt the need to rationalise, and have a consolidated solution that provided more accurate reporting, measurability and therefore control of this cost centre. Adam Phones was selected as partner to Marriott on this rationalisation project and became exclusive supplier in 2001.

In 2005 following a merger with Whitbread the scope grew to an additional 46 UK properties, increasing the company's requirement tenfold. The procurement team were once again faced with the challenge of rationalising and consolidating an existing solution, delivered across multiple suppliers and networks.

The solution

With its corporate insight, technical expertise and consistent delivery Adam Phones was ideally placed to manage each phase of this second and highly complex rationalisation project.

Through a carefully constructed considered audit and analysis with each regional and property manager, Adam Phones was able to implement a series of initiatives to build on the solid foundations it had created in line with Marriott's increased requirements. The solution needed to demonstrate immediate cost savings and provide immediate customer

support to the additional users while also handling the increase in technical support requirements.

A request for enhanced service support

Feedback from the client highlighted the need to improve upon their existing level of service support they were experiencing from their current network provider. Adam Phones was well placed to offer a dedicated account management team offering 24/7 365 day support. From the outset, Adam Phones was able to offer its support and advice to all Marriott employees and manage seamlessly the complex migration of services and handsets.

Adam Phones also recommended new hardware more suited to the needs of the business. In order for Marriott to experience continuous communication services, Adam Phones also offered its short term solutions by way of a loan service on a handset in the event of a fault or loss. Adam Phones also provide short term hire of US compatible handsets configured to US tariffs. This straightforward solution dramatically reduced call charges while hotel executives travelled within the US on business.

Immediate cost savings demonstrated, especially for heavy users

Through new tariff and line rental agreements, heavy users were not charged line rental and a maximum line rental was agreed for lighter users. International and roaming charges were instantly reduced by 5%.

Improved billing, efficient processing and accurate reporting facilitated internal control and accountability

The billing system created by Adams Phones reduced both time and effort in the distribution, sign off and processing of call expenses. Access to the extensive range of reporting tools offered by Adam Phones allowed Marriott to manage the whole billing process proactively and use the management information to continually evaluate, monitor and evolve its wireless communications strategy.

Adam Phones was able to immediately handle a significant increase in users and demonstrate savings of 30-40% on its national calls and over 5% on international calls.



Results

In 8 years working with Marriott, Adam Phones has helped the organisation manage two complex rationalisation and migration projects. Adam Phones was able to provide the necessary insight and experience to provide the best solutions and handle complex migration projects faultlessly and with risk to business interruption.

With a tight management framework in place, Adam Phones was able to immediately handle a significant increase in users and demonstrate savings of 30-40% on its national calls and over 5% on international calls. In addition Adam Phones provided free line rental to heavier users and capped the line rental resulting in a 50% reduction.