



## Case Study

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### Ramada Bucharest North

Consultancy, planning, delivery, implementation and maintenance  
of Integrated IT Solutions for the hospitality unit

## Worksheet

Client approval: Yes                      No \_\_\_\_\_

### Company information

Company name	TOP HoReCa
Address	Metav Business Park, 67-77 Biharia St., Building G, 2 <sup>nd</sup> Floor
City, state, ZIP Code	Sect.1, 013981 Bucharest
Phone number	+ 40 21 201 11 02
Fax number	+ 40 21 201 11 03

Contact name	Alex Ghita
Title	Customer Relationship Manager
Phone number	+ 40 21 201 11 02
Fax number	+ 40 21 201 11 02
E-mail address	alex.ghita@tophoreca.ro

Solution group	
Solution offering	
Project name or title	Implementation of the integrated IT solution

### Customer profile

Customer name	De Silva RTH
Division	Ramada Bucharest North Hotel
Address	44A Daniel Danielopolu St.
City, state, ZIP Code	1 <sup>st</sup> District, Bucharest
Phone number	+40 21 233 50 00
Fax number	+40 21 233 50 01
Web site address	www.ramada.com

Industry	Hospitality
Number of employees	Over 100
Annual revenue	Started on November 2006
Contact name	Alex Takacs
Title	IT Manager
Phone number	+40 21 233 50 00
Fax number	+40 21 233 50 01
E-mail address	<a href="mailto:it.manager@ramadabucharestnorth.ro">it.manager@ramadabucharestnorth.ro</a>

## Company profile

**Ramada Bucharest North Hotel** - The newest Ramada Hotel in Bucharest, established October 2006

**Estimated pre-opening IT budget:** 300000 Euro

**Revenues in 2006:** N/A

**City:** BUCURESTI / BUCHAREST44A Daniel Danielopolu St, District 1, Bucharest, Romania.

**Description:** Ramada Bucharest North is a classic boutique hotel, situated in a residential and quiet area in the North part of the city.

**Location:** The hotel is located in Baneasa district, 3 minutes away from Baneasa Airport, 15 minutes from Otopeni Airport and the centre of the city. Close to the hotel there is ROMEXPO Exhibition Centre and Herastrau Park.

### Facilities:

**134 Luxury rooms** - The Hotel has a Contemporary Accommodation and Offers Classic Furnished Guestrooms. All Rooms are with Daylight, Air Conditioning and a Safety Deposit Box, Laptop Size Large. Some of the Guestrooms are Specially Adapted to Allow Easy Disabled Access.

**7 Conference rooms** (Diamond Ballroom, The Executive Meeting room, Sapphire meeting room, Onyx meeting room, Agate meeting room, Topaz meeting room, Opal meeting room) - Capacity of Largest Room: 700, Maximum Conference Capacity: 800

Executive rooms & Executive lounge,

**Restaurant & Bar** - Allegro Restaurant has a capacity of 60 persons, The Orange Bar & Lounge & The Orange Garden.

**Health Club** (Fitness center, Sauna, Hammam, Massage).

**Room facilities:** Telephone with direct international line, Minibar, Air conditioning, Cable TV, Pay TV, Internet access, Hairdryer.

**Services:** Room service, Laundry, Guarded Parking.

## Business situation

As a soon to be opened hotel, Ramada North faced the need of professional advice in IT area. System deployment and their integration were a real challenging problem for the business owner as this is why they asked TOP HoReCa for professional counseling.

Their ultimate goal: a fully functional and integrated hospitality system.

## Technical situation

They were running a few computers at their building site connected in a small improvised network, with a poor internet connection via CDMA (Zapp).

The desired solution a fully functional LAN, divided in two distinct parts: one for administrative use and another for the use of hotel clients.

The cabling work was done by constructors but with a poor documentation and only a basic network blueprint.

The connecting work would have been a difficult task for anyone as the cables were not correctly marked and no one really knew their destination.

## Solution

TOP HoReCa offered its IT expertise applied into hospitality.

We offered a PBX-PMS-POS integrated solution and also the broadband high-speed Internet access solution, for the hotel guest rooms and for the public areas.

Besides that, all the connecting work was provided by our specialists: identifying cables, connecting them into patch panels, creating the network map.

The entire hardware solution was provided and set up by us.

The administrative network was planned and set up by TOP HoReCa: users, passwords, rights, were customized to meet their expectations.

## Benefits

First of all, our solution proves to be cost effective.

General benefits:

- Accurate stock control
- A better planning, for the resources management and administration
- Eliminate the communication errors
- It's flexibility helps to maximize operational effectiveness and bottom-line performance
- Fast and convenient, wired and wireless Guest room connectivity

## Products and services our company used

### **Hardware:**

IBM x346, Xeon 3.0GHz/800MHz, 2x512MB, O/Bay U320 with IBM ServerRAID 7k Adapter Option

IBM x306m, Intel P4 EM64T 3.0GHz/800MHz, 2x512MB, O/Bay SAS

IBM LTO Generation 3 SCSI Tape Drive

IBM S2 42U Standard Rack Cabinet

1U 17" Flat Panel Monitor Console Kit

IBM UPS 7500X

Zyxel Zywall UTM5  
HP ProCurve 2650 48 ports  
HP ProCurve 2608 8 ports  
HP ProCurve 2424 24 ports

APC Smart-UPS 1500 VA  
APC Smart-UPS 1000 VA  
APC SmartUPS 420 VA

Lenovo ThinkCentre A52  
Lenovo C1000 Notebook

Epson LX-300+ Printer

Specialized hardware for hospitality:

Solid POS 75 - 15" LCD Touchscreen  
Sewoo Thermal Miniprinter with TCP/IP adapter  
Epson TM 295 Printer

**Software:**

Windows Small Business Server Std R2 OLP NL  
Windows Svr Std 2003 R2 English OLP NL  
SQL Svr Standard Edtn 2005 Win32 English OLP NL  
Windows XP Pro English OEM w/SP2  
Microsoft Office SB Ed 2003 English OEI  
eXpresSoft Suite POS  
Medallion PMS  
ISIS ERP

**Internet:**

Swisscom

**Services:**

IT Consultancy  
Network plan, project and trace  
Hardware installation and configuration  
Software installation and configuration  
Server Management  
Training  
Support & Assistance  
Hardware & Software maintenance

## Services provided by other groups or companies

T&C Net are our business partners and they provide the PMS system fully compliant with our eXpresSoft solution. They managed installation and configuration of Medallion PMS and ensured together with our representatives, the proper communication between our solutions.