

CASE STUDY

Hosted Solution for Hospitality

Hotel Zamora—the first new hotel in St. Pete Beach, Florida in decades—made its grand opening in June 2014. This “white-washed mediterranean palace” offers a spa-like, boutique luxury experience reminiscent of its Spanish namesake. Located near the Dolphin Landings Charter Boat Center, Hurley Park, and Gulf Beaches Historical Museum, Hotel Zamora is the perfect beachfront hotel for anyone looking for a quick getaway or a luxury stay.



Background

As the first new hotel in the area for decades, Hotel Zamora needed to make a big splash. What it didn't want was a phone system stuck in the past utilizing dying technologies. After ample research on various communications solutions, the hotel's management team knew that the time, cost, and effort of an on-premises solution wasn't for them. They chose Jive Communications' suite of Unified Communications services as their hosted solution.

Before deploying, however, Hotel Zamora had to ensure that Jive could integrate seamlessly with OPERA, their property management system by MICROS Systems. Like many in the hospitality business, Hotel Zamora lives and dies by their reservation and room management system. Integration with their property management software was a must-have.



At a Glance

The new boutique hotel located in St. Pete Beach, Florida, overlooks the Intracoastal waterway and the Gulf of Mexico. Jive provides the hotel with a number of benefits, including:

- Affordable service with no significant capital expense
- Integration with MICROS OPERA property management system
- Industry-leading reliability
- Scalable platform

Hotel Zamora needed a phone system that would be an equal fit with their fashionable, Romanesque, worry-free atmosphere and that could handle the rigors of their grand opening. Such a phone system would also have to be fully interoperable with their property management system. That's why they chose Jive.



Solution

Hotel Zamora was pleased with Jive's reputation for reliable voice service and scalability—two features crucial to the hospitality industry. As mentioned previously, however, Jive's ability to integrate with the hotel's property management system (PMS), OPERA from MICROS Systems, was paramount.

OPERA INTEGRATION

The OPERA property management from MICROS Systems is used by many top continental hotel chains across the world. Brands currently using OPERA include Hyatt, Marriott, Oberoi, and the InterContinental Hotels Group, among others.

To become certified for OPERA, Jive went through a rigorous testing process where MICROS Systems' personnel examined each feature—both before and after deployment—to ensure that phones functioned correctly according to the OPERA system. Now that Jive is certified, integrating an existing OPERA system is simple and requires little customer effort.

Below are just a few of the functions and features included in Jive's OPERA integration:

- Wakeup calls
- Guests names displayed on Caller ID when calling hotel staff
- Guest check in/out
- Guest voicemail, including integration with front desk messages
- "0" dial for front desk
- Call reporting and analytics
- Guest calls charged to rooms at hotel-specified rates

Jive is now the only true cloud telecommunications vendor officially certified on the OPERA platform.

Quick Facts

MICROS OPERA is used by prestigious intercontinental hotels across the globe. Jive Communications is fully OPERA certified, and integrating into an existing installation is simple.



WORLD-CLASS VTECH PHONES

In providing an end-to-end communications solution to Hotel Zamora, Jive partnered with VTech, the world leader in phone hardware for hospitality.

“As Hosted VoIP solutions gain traction in the hospitality industry, VTech is excited about partnering with Jive Communications and Hotel Zamora,” says Chad Collins, VTech Hospitality Senior Sales Director in the Americas. “Our SIP phones offer hotels a cost-effective, low-maintenance, and stylish telephony solution packed with features that today’s guests expect.”



VTech’s new line of SIP-enabled phones have compact footprints, contemporary styling, and an array of innovative features perfect for hospitality. They also include USB charging ports, antibacterial plastic, and speakerphones.

HOSPITALITY MEETS THE CLOUD

With the new cloud solution in place, Hotel Zamora was ready to meet their grand opening with confidence. Jive’s unified telephony solution eliminated the need for costly capital expense while offering industry-leading reliability and scalable services. These benefits, combined with the certified MICROS OPERA integration, ensure that Hotel Zamora is capable of providing the highest-quality luxury experience to their guests.

ABOUT VTECH HOSPITALITY

The VTech Hospitality division has leveraged more than 20 years of experience and expertise in telephony to develop an award-winning portfolio of innovative communications solutions for the hospitality market. A proud Jive partner, its continuous pursuit of innovation has allowed it to deliver key differentiators to the hospitality market. For more information, please visit www.vtechhotelphones.com.

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