

# Hilton Baku



## A complete ICT infrastructure designed, built and managed by Swisscom

Hilton Baku, which opened in October 2011, is not only the new jewel on the city's Caspian Sea waterfront but also a showcase for forward-looking IT planning. Early on in the process, the hotel owners requested Swisscom to design and build a future-proof IT infrastructure. Today, a combined fiber / Cat-6 cable plant and a property-wide Wi-Fi network deliver exceptional speed and bandwidth to the hotel's guests while supporting Swisscom IPTV and allowing the hotel management to add as many independent IP applications as needed to the existing setup.

Hilton Baku occupies a strategic location in Azerbaijan's capital, facing the Caspian Sea and overseeing the city's booming business district. The 25-storey hotel has been designed to the highest Hilton standards: The ground floor features a spacious lobby, a restaurant and a stylish bar. Three floors are entirely dedicated to conferences, public events and exhibitions, while the hotel's 309 suites and guest rooms are spread over 17 floors. The top floors house a spa and a fitness center, a specialty restaurant and a roof-top bar whose rotating floor allows a complete 360-degree view of Baku and the Caspian Sea. There is a generously dimensioned galleria space at the center of all floors, which are interconnected by panoramic elevators.

### Considering technology as a strategic asset

ISR Holding, Hilton Baku's owner, paid significant attention to the new build's Information and Communications Infrastructure (ICT) already before the start of any construction work. Following a meticulous screening process of potential technology partners, Swisscom was selected in January 2011 to design a reliable, high-performance ICT architecture, based on long-term needs. ***"We wanted our network infrastructure to be a strategic asset that has a value independently of the applications that it initially supports"***, explains Zafer Tangil, Vice President of ISR Holding his choice for Swisscom. ***"In a large building like ours we cannot afford to do the cabling twice. Another key argument for us was scalability, since it is very difficult to foresee bandwidth and application needs in 5 to 10 years. Swisscom presented the best concept in view of these stringent prerequisites."***

# End-to-end support and project management

A dedicated IT business consultant has accompanied Hilton Baku through all main project stages:

## Network planning

Following Swisscom's network assessment, the hotel extended its fiber cabling into a vertical backbone to provide sufficient throughput for future IP-based applications. Horizontally, a Category-6 cable has been deployed to connect all rooms, as well as the hotel's back-office, to the hotel's fiber backbone. A property-wide Wireless overlay gives mobile device users – guests as well as staff – instantaneous high-speed Internet access (HSIA).

## System integration

Swisscom acted as general contractor for the complete network build process. This included the coordinated procurement, delivery and installation of all hardware elements as well as the supervision of third-party deployment teams onsite. Working closely with all subcontractors involved, Swisscom ensured the timely delivery of its in-room entertainment solution and property-wide HSIA services.

## Network operation

Today, Swisscom is managing its own applications at agreed service levels. The actual service quality is fully transparent to the hotel staff which can access all network-related data in real-time. In addition, a set of weekly network status reports provides consolidated data on service availability, incident causes and resolution, bandwidth utilization and other key performance indicators. Such data serves Swisscom and the hotel to recognize usage trends in a timely manner.

Part of the Swisscom proposal was a conclusive financing plan, where the advantages of a one-stop approach to building and managing the hotel's network became tangible. ***“Dealing with a single partner allowed us to get a transparent cost overview for all ICT matters and optimize our investments”***, confirms Zafer Tangil



***“The fact that we can manage the hotel's entire ICT infrastructure centrally and monitor all IP-based applications and devices one-stop provides the hotel management with a sustainable cost advantage.”***

Orçun Sina, Senior Account Manager for Swisscom

*Through our proven deployment methodology and experience as a system integrator, we consistently create cost efficiencies of 20% or more for our hotel partners compared to traditional network deployments.*



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