



SUMMIT HOSPITALITY GROUP CASE STUDY

1001CS092023_R3_SUMMIT HOSPITALITY GROUP

INDUSTRY:

Hospitality

LOCATION:

Raleigh, North Carolina

PRIMARY SERVICES:

- HSIA WiFi
- Television
- Network

THE CHALLENGE

Jay Crews is the Founder and CEO of Hospitality CIO. The largest client of Hospitality CIO is the Summit Hospitality Group, which is a full-service hospitality company that operates in Raleigh, North Carolina. Summit Hospitality Group helps build and operate high-end hotels and restaurants in the Raleigh and greater North Carolina region. They specialize in bringing financial, development, design, and operational expertise to every enterprise partner, including Marriott and boutique hotels.

The challenges of 2020 meant that Summit Hospitality Group needed more assistance in bringing new technology networks to their properties so that guests could remain happy and operators could deliver the experience that visitors expected. Thankfully, they knew exactly where to go to find the right partner to support their needs.

"Their willingness to constantly go above and beyond expectations, routinely identifying cost savings, and quickly reaching resolutions on guest-impacting issues sets Allbridge apart from the competition."

— **Jay Crews**, Founder & CEO of Hospitality CIO





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THE SOLUTION

Back in 2015, Summit Hospitality began the difficult task of rolling out the Marriott's Guest Room Entertainment platform across their properties. In order to be successful with this ambitious program, they needed a partner who was capable of handling the technology upgrades with DirecTV Headend and who could provide boots on the ground assistance at their properties to make sure the local cable vendor equipment was removed and the new system was installed correctly. Allbridge was there to make sure that the implementation was smoothly executed.

Building off of the relationship started in 2015, Summit Hospitality Group turned to Allbridge during the COVID-19 pandemic to make sure that guest experiences didn't lapse due to the difficult circumstances. Allbridge was able to help install FTG TV programming, DirecTV, and HSIA Wifi into 12 Marriott properties and 1 independent hotel, The Dunhill in Charlotte, North Carolina.

Allbridge also helped with network installation and support so that all 13 properties could overcome the difficulties of the COVID-19 pandemic without harming the guest experience. Allbridge took charge of everything from cabling needs to minor additions to full hotel renovations so that Summit Hospitality Group could focus on helping guests and delivering exceptional experiences, even during the height of travel restrictions.



[Learn more about the AC Hotel Case Study](#)



[Learn more about the Allbridge and Summit Hospitality Group relationship](#)



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THE BENEFITS

Even after the immediate challenges of the COVID-19 pandemic have faded, Allbridge is still providing multiple services to Summit Hospitality Group. By streamlining and simplifying support, Allbridge is able to help both employees at properties and guests get the most out of the hotel technology and network. Allbridge provides extra eyes on Summit properties, so that every issue is identified and resolved without interruption to the guest experience.

Allbridge takes care of everything from simple help desk ticket follow-ups to the project management of large system upgrades. The team of engineers at Allbridge help solve issues in minimal time to provide maximum results. Allbridge also offers multiple tiers of support so that problems are seen through to a resolution and hotel staff at Summit Hospitality Group can put their focus and attention where it belongs—on the guests.

- ▶ Network support for multiple properties
- ▶ FTG TV programming
- ▶ Advanced HSIA Wifi network
- ▶ Improved operational efficiencies
- ▶ 24/7 support for operators and guests
- ▶ Guest technology expertise
- ▶ Guest satisfaction score improvement
- ▶ Guest loyalty increases
- ▶ Competitive advantage in guest experiences
- ▶ Interconnected systems for streamlining
- ▶ Accountability and ownership of technology issues
- ▶ Implementation support for purchasing, staging, and installation
- ▶ Cabling and renovation design and planning
- ▶ Full technology infrastructure

"Allbridge always has the capacity to see an issue to resolution, allowing us at the hotel to put the focus back on the guest experience."

— Jay Crews, Founder & CEO of Hospitality CIO





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ABOUT ALLBRIDGE

Allbridge is a leading property technology solutions provider. Allbridge delivers a connected experience that mitigates project risk, increases property value, and improves the experience for guests while improving the operational efficiency of hospitality properties. Allbridge provides an all-in-one technology solution for the lifetime of your property. From conceptualizing your property infrastructure to delivering full-time PropTech support, Allbridge is the partner for your hospitality technology needs.

THE AC HOTEL RALEIGH DOWNTOWN

The AC Hotel Raleigh Downtown is one of the properties under the management of Summit Hospitality Group. This project pulled inspiration from European design to craft a modern, sophisticated, and unique hotel in the heart of downtown Raleigh's business and entertainment district. The AC Hotel is known across the City of Oaks for The Willard Rooftop Lounge, which offers unrivaled views of Downtown Raleigh. With the slogan of "Go Beyond the Ordinary", it's no wonder that this beautiful rooftop experience is known for craft cocktails, exquisite and delicious small plates, and stunning scenery. Guests and residents alike enjoy sitting on the roof and watching the lights of the city below while sipping on a refreshing drink.

Allbridge was brought in by Summit Hospitality Group early on in the design of The AC Hotel. As plans were being drawn, Allbridge was able to ensure that the hotel was set up for success on the network side of things. The importance of technology in a new property cannot be understated, especially in the years since the COVID-19 pandemic.

Even with additional challenges stemming from sourcing hardware and labor in 2021, Allbridge ensured that all deadlines were met in the opening of the hotel and The Willard premier rooftop bar and lounge. Allbridge provided HSIA Wifi and network infrastructure for The AC Hotel, and continues to operate as the Wifi vendor for the property.

With the network infrastructure backbone from Allbridge in place, Summit Hospitality Group is able to implement projects and handle changes with confidence and ease. As a popular meeting and event space on one of the busiest and most popular streets of Downtown Raleigh, Allbridge helps The AC Hotel Raleigh Downtown meet the needs of any group or event without issue.