

Putting It All Together

Hammock Beach Resort maintains its technological edge

It's always a challenge to stay on the cutting edge of resort technology. In the race to keep up with the proverbial "Joneses" of the industry, it is easy to focus on simply adding more technological components without planning for how, and how well, they will work together. Here's how Hammock Beach Resort, an oceanfront property on Florida's Atlantic coast, managed their technological upgrades without sacrificing customer satisfaction.

When planning its newest addition to the property, Ocean Towers, Hammock Beach's management team wanted to maintain the same level of luxury and convenience as exists on the rest of the resort. To that end, Hammock Beach needed a comprehensive technology strategy, one that would provide solutions as well as construct a powerful network. In Connexion Technologies, a fiber optic amenity company, Hammock Beach found a sole-source supplier able to add an advanced "fiber to the

home" network and use its strategic partnerships to bring in a variety of products and services that work together seamlessly. Additionally, they standardized the resort's entertainment devices and services, which eliminated elements of confusion and inconsistency.

Nancy Burnett, the resort's Senior Property Manager, says providing a uniform experience for guests and owners was of paramount concern. "Having one contact to establish service for Internet, video, phone and technology packages enables convenient one-stop shopping for our owners."

The resort now offers an integrated technology package:

Fiber-Optic Networks: Wiring specifications enabled consistency and flexibility, and ensure that the various technologies and services riding upon the wiring infrastructure are optimized.

Voice, Video, and Data: With the same services delivered to all sites, the guests, owners and staff of Hammock Beach experi-

ence the same channel line-ups, data speeds, and overall functionality, providing a consistent product throughout the property.

Electronics and Technology: Guests enjoy 42" plasmas in the living rooms, plus 32" LCDs, custom in-room sound systems and I-Home docking stations in each bedroom. This "end-to-end" solution also includes digital set-top boxes designed specifically for the hospitality environment that are capable of being fully integrated with the property management system.

"The key for developers and operators is to leverage their assets and resources when planning a project, and to consider how the various technologies fit together," says Debbie Pollock of Connexion Technologies' Strategic Applications. "When done properly, the project can realize tremendous construction and long-term operational efficiencies, while providing premium customer service."

The solid backbone of a fiber-optic network ensures a high level of seamless technological integration. **R+R**



To meet a property's long-term technology needs, a well-built, future-ready network is essential to avoiding costly retrofits.