

SMART BUILDINGS

# Enhancing the hospitality experience

The hospitality sector has long recognised that experiences are at the core of its proposition. This focus on the guest experience touches every aspect of hospitality and hotel brands - and nowhere is that more obvious than in the venues and buildings that make up the physical landscape of hospitality.



# Creating five-star digital experiences

Customer service, good food and beautiful settings all contribute significantly to guest experiences in restaurants, hotels and health facilities. And in the last two decades, technology has played an increasingly significant role in transforming a decent guest experience into an outstanding one – most obviously as brands have worked to make their online presence, booking and check-in systems as seamless and user-friendly as possible.


However, while there has been this focus on digital technology in the virtual realm, hotels and other hospitality venues have historically suffered from noticeably poor digital experiences on-site – whether that was because of poor bandwidth and coverage, weak security or environmental control, or other technological shortcomings.

As the importance of wireless and other digital technologies have become increasingly vital to the guest experience (and how they rate venues on review sites), so ‘enterprise-grade’ technology


infrastructures have become increasingly attractive to the hospitality sector to ensure guests are getting the most out of their visits. Post-pandemic this will only be more important, as venues battle to entice customers.

The simple fact is that, even before the pandemic, there is now a very high standard of expectation in this sector which demands hospitality businesses invest heavily in technology and smart infrastructure. You simply cannot deliver five-star experiences in venues without the right technology in place.


## Smart infrastructure




**Wi-Fi**




**Security**




**Lighting Control**



**Self-Check-In**



**Entertainment**



**AV**

Without features such as excellent **Wi-Fi**, **seamless** and **secure guest room access**, **environmental** and **lighting control**, **self-check-ins** and the latest in **entertainment and media systems**, venues will struggle to meet customer expectations and therefore struggle to succeed.

It is more vital than ever that hospitality businesses invest in technology that will deliver the very best guest experiences.

## New infrastructures, new partners

While it is vital that venues work to improve their technology infrastructure, it is also an exceptionally challenging task. It is not as simple as procuring new kit and replacing the old.



There are a number of important practical concerns that need to be navigated if venues are going to deliver truly outstanding experiences.

How do you ensure the seamless interoperability of what are quite disparate technologies? How do you navigate the challenge of installing these sophisticated systems in the heritage buildings increasingly preferred by hospitality brands?

How do you ensure the upgradeability of infrastructures – to avoid the need to rip out and replace the systems you're installing now in five years' time?

In order to deliver the technology infrastructures required by today's hospitality venues you need a different type of technology partner. Our 30+ years of experience in providing the framework for fully integrated IoT-enabled buildings puts us in a perfect position to aid hospitality developers, operators and main contractors.

Whether it's a brand-new space or the conversion of a beautiful heritage site into a modern setting, we have the expertise and skills to ensure every space we work on is equipped with the latest technology and capabilities to deliver the best possible user experience.

# Updating heritage buildings



Working within listed buildings requires a high degree of planning, technical skill and respect for the property. In these scenarios, it is common that only very limited and authorised modifications can be made to the building's structure.

However, the challenge is often compounded by the sheer scale and specification of the technology being installed.

**LMG takes a very proactive approach** to understanding and tackling the limitations of heritage spaces by exploring every possible technical solution. Our focus is always on clever thinking and making the best decisions that enhance the space without causing unnecessary impact.



Four Seasons Hotel London  
Ten Trinity Square

**CASE STUDY**



## Four Seasons Hotel London

Ten Trinity Square



**A great example of our experience with heritage buildings is the renowned Four Seasons Hotel London at Ten Trinity Square.**

LMG was appointed as the ICT, security, BMS, LMS and AV specialist contractor, executing a fully integrated £11m smart building services project encompassing communal hotel areas, guest bedrooms, meeting and conference facilities, bars, restaurants, spa and private apartments.

One of the key features of the venue is the Rotunda lounge. The room has a beautiful domed ceiling and LMG needed to install audio speakers without spoiling the room’s aesthetic. The team sourced special speakers that could be laid in the pelmet, delivering the required audio experience without changing the room’s façade.

LMG also needed to find the best way to lay cable in areas that were totally off-limits. With two-metre thick walls and cabling routes that were hard to get to, the team had to tunnel down ten levels and up again because there was no clear route.

**Four Seasons 5\***  
100 bedroom hotel,  
41 Luxury apartments

**Building Services LAN**

- **LAN** – core & edge PoE switches
- **WiFi network** – 400 WAPs
- **VoIP** telephony

**Building Control**

- **Trend BMS** & Lutron LMS

**Security Management System (SMS)**

- **145** WiFi Access Control room door locks
- **212** Access Control doors – C CURE 9000
- **262** Internal cameras
- **26** External cameras
- **Milestone** Video Management System
- **Integrated** audio & video intercom

**Audio Visual**

- **AMX** room control & DGX video distribution
- **Dante** audio distribution & DSP
- **Fourwinds** digital signage
- **Meeting room** video conferencing



Touchscreen Room Control

## Delivering a seamless experience



Typically, each technology element is procured as a disparate package from specialist service providers, only to be brought together as one cohesive solution right at the end.

Unfortunately, as each supplier works in isolation and there's usually no master systems integrator (MSI) in the middle taking ownership of interoperability and integration, this is normally the point at which a lengthy troubleshooting phase needs to start as certain elements don't work as anticipated.

**In contrast, LMG takes complete ownership of all elements of a project,** technically and commercially underwriting everything. By acting as the glue that brings all the moving parts together, LMG not only de-risks projects for all stakeholders, it also ultimately ensures a working end-to-end, fully integrated seamless solution is delivered.

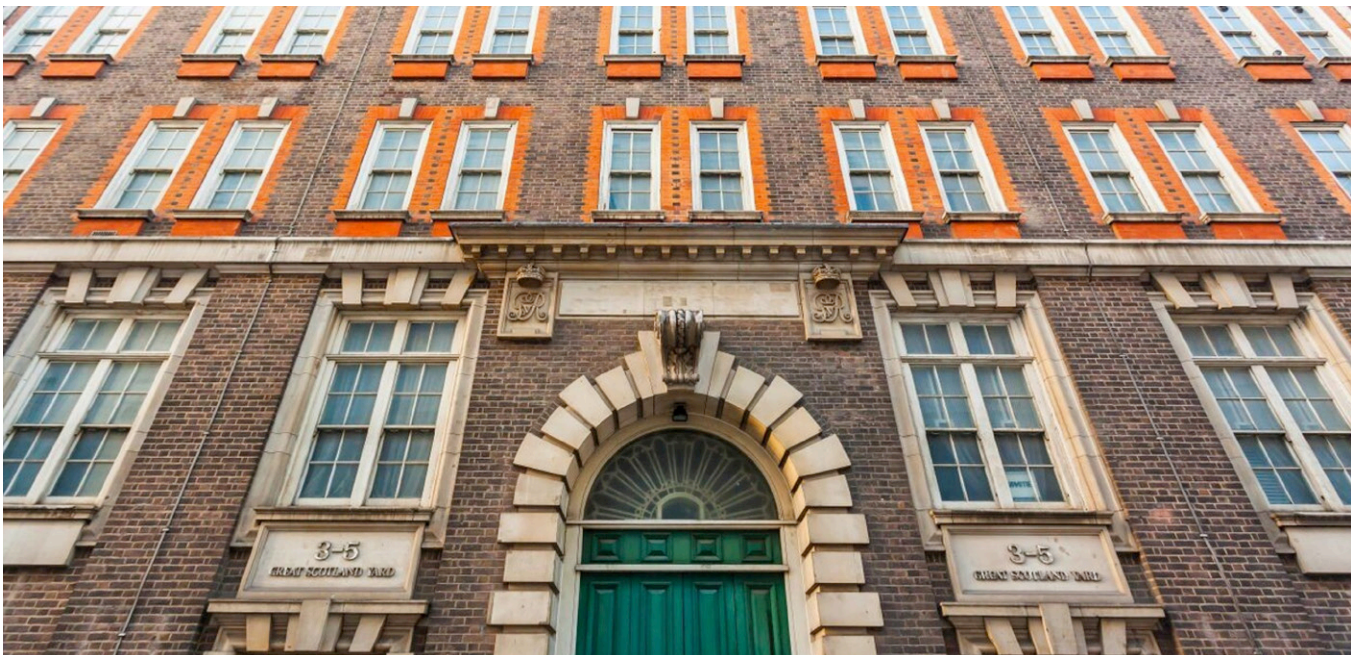


**CASE STUDY**



## Great Scotland Yard

Hyatt Hotel



**LMG was appointed by Galliard to deploy a converged SELV network for 156 hotel bedrooms in the former Great Scotland Yard building as part of a £1.3m technology project.**

LMG’s ability to deliver a complete, unified, fully-integrated and coordinated project really stood out from the competition.

LMG was able to put everything in one place — no disparate, disconnected siloes, but provided one point of accountability. In one easy step LMG’s unified model was able to strip away all the potential layers of complexity on this project to simplify and de-risk the deployment.

By working in collaboration with the key stakeholders, the LMG team was able to advise and guide development and implementation choices to create a fully integrated system that everyone could be proud of.

### Galliard/Twenty14

156 room Great Scotland Yard Hyatt Hotel

#### ICT Network

- **Cat6a** copper and OM4 fibre structured cabling system
- **Cisco** back of house network
- **HPE** front of house network
- **Ruckus WiFi** access points – 200 WAPs
- **Mitel** telephony system

#### Audio Visual

- **Guest room AV** throughout hotel
- **IPTV** to all spaces
- **Multi-purpose** meeting rooms and event space
- **Private** “owners apartment” with high-end AV solution

## Designing for the long-term



While modern connectivity and IoT systems can transform buildings today, one day these technologies will eventually become obsolete. Better, cheaper and/or more efficient technology will come to market, or maybe even entirely new ways of doing things.

It's easy to fall into a 'set it and forget it' mindset, but this will only lead to rivals surpassing you as technology evolves. The lifecycle of any building probably extends well beyond 50 years – but technology evolves in much shorter cycles. Nobody really knows what connectivity and in-building technologies we will be talking about in 5-10 years' time, never mind 50.

Designing a future-proof network is very difficult, but absolutely necessary. Sustaining intelligent building systems over time depends on having a plan for migrating to new systems in the future.

**LMG's flexible commercial models** – allowing for hybrid CAPEX/OPEX investment or full as a service delivery – 'bake in' regular refreshes of all equipment and services that are designed around the development cycles of the technology assets rather than the lifecycle of the building.





**CASE STUDY**

## The Mondrian Hotel

Southbank



**The Mondrian is a bespoke development on London's Southbank styled around 1920s cruise ships.**

Technology is central to the experience of its restaurant, VIP bar and club area, roof top pool, and – most importantly – its high-end cinema and screening room.

In order to maintain the guest experience for the long term, it was critical to manage the risk of technological obsolescence. As such, LMG developed a bespoke technology framework for The Mondrian, focused on the core infrastructure, allowing upgrades and more smarts to be added via the cloud without the need to be constantly replacing expensive end devices every few years.

This long-term, converged deployment model not only allows the hotel to better serve its customers, it also has the effect of lowering overall maintenance costs.

### The Mondrian Hotel

120 bedroom hotel

**Building Services LAN**

- Cisco LAN
- UPS system

**Security System**

- 120 Wireless Access Control doors
- 25 Wired Access Control doors
- PMS VingCard Integration

**Audio Visual**

- Bespoke Audio Solution for Bar & Club area

**Structured Cabling**

- Cat6 UTP data cabling
- OM4 Fibre backbone

# Our unique credentials

Whatever your project – from redeveloping a single site to full support across a full chain of locations – we've got you covered.

Our unique converged approach to designing, building and managing fully integrated IoT-enabled hospitality premises, creates exciting possibilities for new smart services, cost reductions, operational efficiencies and optimised guest experiences.



**High performance networks** and wireless connectivity



**Optimised UX** via best in class audio visual systems & building control



**Creating value** through data analytics



**Enabling** hyper-personalised services



**Working** with heritage buildings



**Ensuring** the well-being, safety and security of guests



For more details or to have a chat about how we could help you with your next hospitality project, please contact us:



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