

CASE STUDY

SUNBORN

We implemented a bespoke private Cloud infrastructure to give the Sunborn London Yacht and its guests a unique, first class experience.

A large, modern yacht named 'Sunborn' is docked at night. The yacht is illuminated with warm lights, and its reflection is visible in the water. The background shows a cityscape with buildings and a bridge under a starry night sky. The yacht's name 'sunborn' is visible on its side.

britannic
technologies

A bespoke solution for a luxe liner

The Sunborn London Yacht hotel is a luxury super yacht, and the only floating hotel in London. It champions first class dining, entertainment and delivering a unique, luxurious hotel experience. Therefore, Sunborn chose Britannic Technologies to create a top-quality, bespoke onboard telecommunications system.

Handling immediate challenges and future planning

Delivering a first rate service to guests is of paramount importance to Sunborn and it was critical they invested in a superior phone system to deliver reliable and seamless communications to its guests.

We advised Sunborn to select a Mitel 3300 IP Communications Platform (ICP) for their core telephony platform along with external voicemail from Tiger, cordless wifi handsets for mobility and SIP trunks, delivered over Ethernet for PSTN access. The Mitel solution is a vendor agnostic and can integrate with third party systems and applications. It is also scalable and can evolve with the business' needs: now and in the future.

As the hotel is a boat, the cabling and infrastructure naturally presented many challenges that we had to resolve. We host and manage the SIP infrastructure in its private cloud, this provides a more resilient and flexible system in terms of interoperability and it also results in reduced call costs.

Sunborn are now at ease that they have an anchor in place for its communications solution – a disaster recovery plan. If the system failed then it would automatically switch over to another system in our data centre so there would be no downtime in calls and customer service.



The Solution

Sunborn's ethos is to be unique and to offer guests a memorable experience that they will not forget. We enabled the hotel to offer a tablet in each of the rooms for guests to use with free wifi. From here they can access everything they need; from the hotel's guide, to services on offer. to recommendations on local places and services.

We also created hunt/ring groups for Sunborn which means that when guests call for room service, their single call contacts a multitude of phones until the call is answered and the request is delivered.

The Technology



The Mitel 3300 IP Communications Platform was able to accommodate all their needs immediately and for the future. The infrastructure increased the business's capability and resiliency through a centralised solution.



Our Cloud Services are delivered from a custom built platform for optimised real-time communications. Interconnects into multiple Tier 1 carriers and our own SIP Exchange Platform means we can deliver best of breed technologies as a service

Benefits for business or pleasure

We provided Sunborn with bespoke 'hospitality software' for the telecommunications system, created by our in-house development team. This means that the hotel can use analogue phones in guests' rooms. Special coding was devised to fulfil guests' requirements and facilitate the onboard staff in their duties.

The yacht provides a unique location for business meetings and conferences; we installed the latest video and audio conferencing solution from Mitel. Attendees and guests can also log onto the free wifi provided by Sunborn by entering their meeting or room number.



“Britannic are true professionals that sell a solution to our business needs, rather than selling technology for the sake of technology. The communications solution and on-going consultation from britannic has resulted in efficient and effective communications which facilitate the jobs of our staff and augment our guests' experience.”

Ian Platt,
Financial Controller,
Sunborn London

The Results

We improved Sunborn's business by providing them with a reliable, future proof and flexible communications solutions which has improved onboard communications between staff and guests.

The 124 metre long cruise liner is fully equipped to offer a communications service that matches up to its high standards of customer service and the quality that encompasses its entire business model.



136

The number of rooms now equipped for customer interaction

4.5^{*}

Sunborn's average customer service satisfaction rating since Britannic's implementations

(Out of 5 stars)

99.99

Their new platform resilience percentage: calls are nearly always answered

LET'S SHARE SOME IDEAS.



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