Sinclair Holdings Establishing Digital Competencies for Tomorrow's Hospitality Industry

Marriott:

Size: 199,000+

Industry: Hospitality

Location: Bethesda, MD

Established: 1927

For More Information

Please visit the Digital Building page on Cisco.com: www.cisco.com/go/digitalbuilding

In 2015, tourism generated $2.1 Trillion* in United States alone emphasizing that customer experience is paramount when visiting a hotel. From the moment they book their reservation to the time they check out, every touch point is crucial during their stay. As technology becomes more integrated in the daily lives of consumers, so do their expectations of technology improving their experiences, especially in the hospitality industry.

Sinclair Holdings LLC, owner of the 1930-era Art Deco Sinclair office building are converting the building located inFort Worth, into a 165-room four-star hotel. The Sinclair Hotel is part of the Marriott Autograph Collection portfolio. This building will be fully equipped with a restaurant, spa and rooftop bar. Real estate developer Farukh Aslam wanted to establish digital competencies for tomorrow's hospitality experience and used Cisco's Digital Building Solution to help reach their goal.

Challenges

Suppliers, contractors, and even local building codes typically lag behind in adopting technological developments in the building management space. Sinclair wanted to lead the way in transforming the hotel experience digitally for customers. They knew that by optimizing technology they could monitor energy use and in turn improve energy conservation. Sinclair was also interested in upgrading the aesthetic design of their existing partner products which were recessed ceiling tile fixtures and down lights. This solution provides a higher quality look and feel. Local city building codes also follow legacy lighting requirements for A/C lighting inspections and bringing the city up to speed was critical.

Products and Solutions

Routing and Switching

- Cisco Catalyst Digital Building Series Switches CDB-8U

- Cisco Catalyst 385OU IP Base

- Cisoc Catalyst 2960 PoE LAN Base

Network Powered Lighting

- NuLEDs SpiceBox UPOE Drivers, sensors and control switches

- NuLEDs APPIO Control software

- Estelles LED Light Fixtures

Solutions Implemented

Farukh initially implemented the digital building technology in the renovation of their corporate offices. After seeing the benefits, he decided to bring the same experiences to the adjacent Sinclair hotel using Cisco's Digital Building Solution including the Catalyst Digital Building Series switch and the adjacent Sinclair hotel using Cisco's Catalyst Digital Building Series switch. "The key to being successful in pushing the envelope to Digital Transformation is bringing the right team together" says Farukh. In this project, he brought in Cisco; TerraBridge IT (a Marriott approved IT Integrator), NuLEDs (a Cisco Digital Building Partner), Estelles Lighting (a NuLEDs lighting manaufacturer), and the City of Fort Worth Building Department who facilitated installation by cooperating with new building codes.

The technology included in the deployment:

Cisco's new Catalyst Digital Building Series Switch was the first step in laying the foundation for this next-generation Digital Building. The Catalyst Digital Building Series Switch is the first purpose-built switch for smart buildings designed specifically for powering and connecting multiple silo-ed building subsystems (lighting, HVAC, sensors, audio-video, and security network) onto a single unified low voltage IP network.Through Cisco's Digital Building Solution with pre-validated architecture and ecosystem partner integration, Catalyst Digital Building Series will greatly simplify the deployment experience with integrated security and lower total cost of ownership.

Secondly, NuLEDs along with Estelles Lighting was selected as the lighting power and control vendor

Lastly, TerraBridge IT has been designing low voltage lighting, high-speed Internet Service, IPTV, and Wireless Communications technologies for the hospitality industry. TerraBridge was selected to design, install, and manage the Catalyst Digital Building Series switch for their desire to embrace this new approach to create Intelligent Buildings and their past work with Fossil Creek Land Partners.

Tomorrow's Hospitality Today

Sinclair Holdings has already started to see a return from this investment. In addition to saving CapEx during construction, the Sinclair hotel is able to gauge real time information about occupancy, movement and daylight along with energy consumption data. By installing this solution in their hotel, they are able to monitor their lights and automatically adjust settings based on defined scenarios allowing them to improve their energy consumption by 50%, while delivering an enhanced experience for their visitors. The ability to bring together what would be disparate building systems in a common integrated control scheme is easier with this system which also saves time and costs.

"Sinclair Holdings is in the process of transforming its 1930 era Art Deco Sinclair Office Building into an upscale Marriott Autograph Collection Hotel utilizing Cisco's Digital Building Switch Solutions. Converging disparate building systems on a single IP platform, the developer establishes digital competences for tomorrow's hospitality industry. As one of the world's largest hospitality brand, it allows Marriott to offer business travelers & unique destination vacationers an authentic, enhanced boutique and engaged services, delivering real time analytics and reducing energy costs."

Farukh Aslam
President
Sinclair Holdings, LLC

In addition to lighting, window, blinds and curtains are also automatic and digitally controlled. "The ease of installation was incredible" as quoted by Allan Hill, CIO of TerraBridge, Sinclair's IT Integration Services provider.

Catalyst Digital Building Series greatly simplified the deployment experience with integrated security and lower total cost of ownership. Some key highlights include:

• Bluetooth enabled switch for Day 0 configuration via mobile app facilitates smart & easy installation, hassle free quick upgrades and maintenance (available on both Android and Apple platforms)

• Fan-less switch supports flexible deployment and mounting options including rack, electrical cabinet and in-ceiling mounting.

• Perpetual UPOE ensures uninterrupted powering of endpoints during upgrades, reboots or power outages. Fast UPOE technology enables lights to power on within 5 seconds of power restoration

• Manages cyber security risks by segmenting and eliminating unsecure networks

"The long term benefits from having this data at our fingertips are incredible. We can monitor everything including consumption and building maintenance needs which will all display in a customized dashboard. We can review this information in real time and take action," stated Farukh. This allows Sinclair Hotel to offer travelers an authentic enhanced boutique experience while delivering real time analytics.

The Future

Sinclair Hotel is paving the way for Marriott to lead the charge in improving customer experience through digital integration at their company. From every touch point, Marriott is revolutionizing the way people interact with their hotel and lighting the beacon for other industries to follow.