Hudson Apartment Hotels
CASE STUDY

Hudson Apartment Hotels opened in 2021, providing guests with a comfortable living or working environment for days, weeks or months at a time. Their current locations include the Parap, close to the Darwin CBD, and Berrimah, a short drive from Darwin's International Airport.

PTM Group, a local Northern Territory construction company, opened the 2 hotels in 2021 with their sights set on a rapid launch of the new Parap and Berrimah Hudson Apartment Hotels. To do this, they required a new IT infrastructure for both locations within a tight timeframe.

Setting up two hotels on a tight timeframe

With two hotels requiring a full IT infrastructure setup within a few months, Parap in May followed by Berrimah in September, there was no time to lose. PTM Group had an existing relationship with Area9 and knew the team would have the capability to meet their requirements.

Our experts were able to quickly identify what Hudson Apartment Hotels needed for a seamless experience across their digital systems. They also assessed which hardware would be available at short notice during a time of worldwide technology shortages.

"PTM Group has been a client of Area9 since 2007, Area9 has proven over the last 14 years that they had the skills and working relationship to meet our tight deadline."

Tony Papadakis, Managing Director – Hudson Apartment Hotels

As well as setting up the IT infrastructure for both hotels and providing ongoing management, Area9 set up Firewalls for uncompromising security, as well as supplying the phone systems and HP desktops and monitors. As guests would be arriving days after the project deadline, PTM needed everything to be ready for a seamless Hudson Apartment Hotels experience and strong first impression.

A collaborative end-to-end solution

Area9 collaborated closely with PTM to understand the end users' needs and requirements. From phone systems to digital security systems, cyber security and guest check-in, our experts made sure both Hudson Apartment Hotels were set up with everything they needed to provide their guests with a smooth experience from day one.

The solution included industry-leading HPE ProLiant DL360 Gen 10 Servers and Aruba switches, providing reliable performance and allowing the hotels to scale their infrastructure up or down to meet their changing needs.

"We provided Area9 with a list of requirements and they came back with a solution design and project plan that met our business requirements and tight opening deadline."

Area9's relationships with third party vendors in the industry was crucial for ensuring both hotel systems were up and running when guests began arriving. Our experts worked with a local cabling company, door lock specialists, managed Wi-Fi specialists, internet service providers and phone providers to make sure the project was implemented without a hitch and within the timeline.

"Area9 once again showed they are an IT Company with technical expertise and have working relationships that when pulled together provide a great outcome."

Once the infrastructure solution was in place for the first hotel, Parap, we had a few months to adapt the technology to meet the requirements of Hudson Apartment Hotels' Berrimah location. With just four days between project completion and guests arriving at the Berrimah hotel, we needed to make sure everything was in place and working perfectly.

A seamless experience for staff and guests

Backed by the new IT infrastructure, both Hudson Apartment Hotel locations welcomed their guests through the doors on time and delivered a seamless experience. Their upgraded phone systems make it easy for staff to deliver great customer service while the new HP ProLiant servers are delivering reliable performance across their digital systems. With satisfied guests and staff across both hotels, the project was a success across the board.

"We opened the doors and as expected everything went as planned, it felt like the system had been installed years ago. "

The scalability of the infrastructure means Hudson Apartment Hotels are set up to easily meet their changing demands now and into the future. Area9 will also provide ongoing management as part of the solution, freeing up their internal team to focus on other important projects.

About Area9

Area9 Enterprise Deriving value from your information assets is the key to true digital transformation and business improvement. Talk to Area9 today to understand how to unleash the real potential of your prior and future technology investments.

GET IN TOUCH

Area9

hudson