



## Tangalooma Island Resort

# Evolving, smart telephony supporting operations and guests

## The Customer

The 300 room Tangalooma Island Resort on Moreton Island has been owned and run by the Osborne family since 1980. This perfect adventure holiday destination is a 75-minute catamaran cruise from Brisbane. It is supported by an administrative headquarters at Eagle Farm and a wharf operation on the Brisbane River.

## The Challenges

The Resort's business critical communications infrastructure, like its growing range of beach fronting accommodation options, has evolved over Tangalooma's 40 year history.

Similar to many enterprises in the hospitality sector, Tangalooma operates across a number of sites but few have to overcome the challenges of communicating between administrative offices on the mainland and a Resort 40 kilometres off the coast.

Tangalooma's management assesses innovative communication technologies against its business drivers of "providing unique guest experiences while controlling the cost of our services and growth," Sean Murdoch, Information & Technology Manager at Tangalooma Island Resort said.

Without the resources to undertake full technology refreshes, Tangalooma committed to rolling upgrades of its telephony systems. This migration path allows it to both stretch budgets and protect the organisation from the risks to its business of unsupported and failing infrastructure.



TANGALOOMA  
ISLAND RESORT

## Overview

### Industry

- Hospitality / Tourism

### Challenges

- Operations and guest telephony system spanning multiple sites
- Risk of system failure from ageing, unsupported equipment
- Weighing business drivers for upgrades against OpEx/CapEx

### Solution

- NEC Smart Hospitality Services
- TAAconnect relationship and implementation partner
- Evolving telephony and communications infrastructure

### Technologies

- NEC UNIVERGE SV9300 IP communications platform with integrated UC and mobility for SMBs and guest contact centre

### Results

- Significant reductions in maintenance and carrier costs funding next upgrades
- Seamless mixing of IP telephony and traditional services maximising existing ICT investments
- Reliable telephony services reducing business risk and supporting guest experiences

## The Challenges

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“You get to the point where a supplier can no longer support a PABX, or other equipment. You can’t wait any longer to upgrade if you’re down to your last spare parts. A system failure can result in guests being unable to call between rooms or to reception. That’s a serious health and safety issue, or at the very least a damning service lapse,” Murdoch said.

“These days there’s no point in having fancy in-room phones because guests bring their own devices,” he said. But handsets still have to be available for calls between guests and reception, concierge and room services. They have an additional role at Tangalooma where, if there are issues with the Island’s Telstra tower, guests and staff can only communicate via calls to reception.

“With guest expectations and safety front of mind, our phones simply have to work all the time,” Murdoch said.

## The Smart Hospitality Solution

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As its communications infrastructure ages and requires upgrading, Tangalooma Island Resort relies heavily on the industry expertise and long, proven partnerships with its suppliers TAAconnect and NEC.

“These relationships and our migration planning are critical to the business. We have transparency into how long we can keep equipment going, how long we’ll be able to source parts and be supported. We are able to put solid business cases to the Directors that we have correctly assessed the operational risks of failure against CapEx and OpEx,” Murdoch said.

To maximise Tangalooma’s investments, the continuing strategy is to retain as much of the existing equipment as is viable and this is where NEC’s Smart Hospitality strategy shone through, allowing a staged migration of the platforms, while ensuring old and new systems talked to each other.

With a history of successful TAAconnect designed cutovers, in five tranches over the last 15 years, Sean Murdoch and his team trust TAAconnect to smoothly undertake each transition: “We change over 300 extensions at a time, through one night”.

Key areas within the business were given priority for migration to the latest technologies, and allow the Resort to phase its spending: “We concentrate on providing new functionality to the admin and contact centre teams - on the Island and mainland. They’re the front door to Tangalooma, where all calls come in and guest initial needs are serviced from.” Murdoch says.

In transitioning from expensive ISDN to SIP enabled free phone calls, the Resort converted the cost savings into an investment pool for the next upgrade of its communications environment.

## The Smart Evolution of Tangalooma Island Resort’s Telephony Infrastructure

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### 2002

- NEC IMX 240 PABX installed on the Island, connected via ISDN20 service.
- Island’s administration team equipped with new digital handsets, existing analogue extensions retained in all rooms.

### 2014

- First NEC SV9300 system installed in Australia, supports IP phones for all admin users.
- SV9300 unit installed on the Island – connected over the WAN as a single system.
- Head office ISDN trunks migrated to SIP trunks for call cost relief.
- Systems expanded for additional Voice traffic, SIP trunks - connected via existing Telstra frame relay Network WAN.
- In the event of WAN failure, Island’s unit automatically changes to survivable mode.

### 2015

- UCB Contact Centre installed to assist reservations agents.
- All calls routed and passed to the island via the WAN.
- Island’s ISDN20 reduced to minimum ISDN10 for WAN redundancy.

### 2016

- Expensive frame relay WAN replaced with Wireless WAN to connect Island’s IT equipment and PABXs.

### 2018

- Mainland frame relay replaced with fibre data connection and SIP trunks migrated.
- Guest rooms extensions migrated to Island’s remote SV9300.
- ISDN10 services moved to remote system for redundancy.

“Since converting from standalone PABXs to an IP communications platform, we’ve reduced our maintenance bill by 48 percent. And the savings moving from frame relay to optic fibre are paying for our latest system upgrade.”

**Sean Murdoch, Information & Technology Manager,  
Tangalooma Island Resort**

The latest implementation has been to the NEC SV9300 IP communications platform, including 110 new digital handsets for the administrative areas. While VoiP in Cloud was an option, Tangalooma elected to host its system on-premise to ensure self sufficiency in the event of the Island’s link going down. With capacity for over 1000 extensions, the SV9300 will support Tangalooma’s rollouts and growth well into the future.

## The Results

In the continuing evolution of Tangalooma’s communications environment, the most recent upgrades to IP telephony “are overcoming the threat of system failure and streamlining OpEx,” Murdoch said.

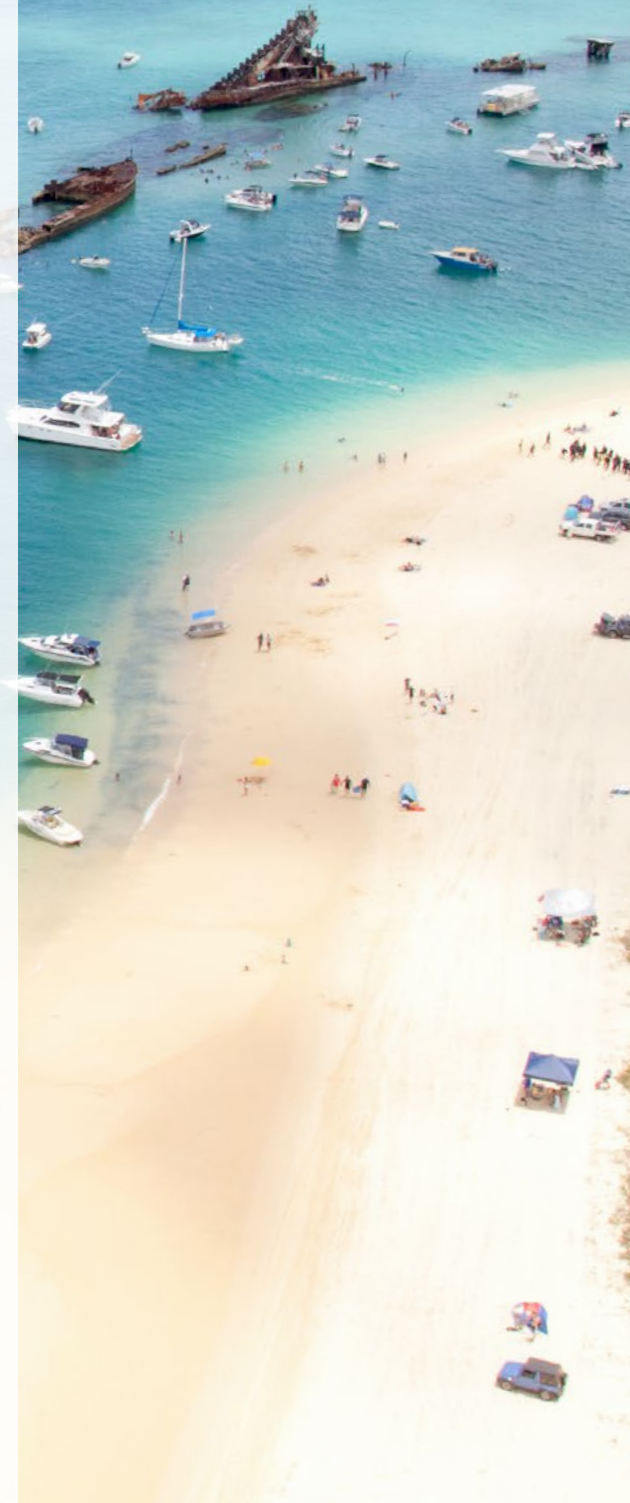
The flexibility of NECs Smart Hospitality strategies has extended the life of the existing guest infrastructure allowing it to be progressively and seamlessly connected to Tangalooma’s contemporary IP world without impacting services.

Under the SIP service, Tangalooma’s expenditure is known as its carrier charges are now a set monthly fee. SIP also opens up options for services such as included free calls. “We have 400 free calls per month to any mobile or landline in Australia to offer, via our handsets, to guests and we encourage staff to use them too,” Murdoch said.

Tangalooma’s communications platform has been affordably transformed from standalone, analogue PABXs and frame relay driven infrastructure. The TAAconnect and NEC Smart Hospitality designs, with rolling implementations, have resulted in a single, resilient IP telephony system spanning the Resort’s three sites, which will continue to grow as guest demands evolve and services Tangalooma for decades to come.

### About TAAconnect


TAAconnect delivers IT managed services and voice consultation and design. It has been Tangalooma’s trusted communication infrastructure partner involved with the planning, upgrading, integration, installation and maintenance of the Resort’s communications and UCB platforms since 1983.



## For more information:

 [nec.com.au](http://nec.com.au)

 [contactus@nec.com.au](mailto:contactus@nec.com.au)

 131 632

**Corporate Headquarters (Japan)**  
NEC Corporation  
[www.nec.com](http://www.nec.com)

**Australia**  
NEC Australia Pty Ltd  
[www.nec.com.au](http://www.nec.com.au)

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