



CASE STUDY MARRIOTT SAN JOSE

Technology has become a prerequisite in the hospitality industry. With its growing prominence, there is a trend to seek out technology partners in a project's design phase. At San Jose Marriott, NIC was retained during the planning process and later hired to install and manage the project. As a single-source provider for a technology program, NIC delivered a total solution that saved the client time and money.

the challenge

Advanced technology provides a competitive edge in the hospitality market. Hotel patrons demand fast and seamless connectivity as well as other high tech amenities. Guests expect the same business-class network access they have at their offices throughout their hotel. Technology is now a strategic selling point for attracting conventions and sophisticated business travelers to a property.

The 506-room San Jose Marriott was built to meet the growing demands for lodging and meeting space, and to attract larger business conferences to downtown San Jose. Until the Marriott was added, downtown had not seen a new hotel in ten years.

Any technology plan implemented at the Marriott had to work in parallel with two other facilities. The Marriott was built to connect to the existing 425,000 sq. ft. McEnery Convention Center. This, in turn, connects to a Hilton. Together, the three facilities now create a powerhouse poised to compete for large-scale convention business.

The client, Walton San Jose Investors III, L.L.C. and architect Hornberger and Worstell, Inc. of San Francisco, recognized the strategic implications of technology and the value of incorporating technology into the design. NIC was retained as a member of the design team to develop an integrated technology system, including structured cabling, audio, video, PBX and wireless systems. Comprehensive planning and budgeting for all elements of the project were part of the contract. Upon completion of phase one, NIC then worked with Hensel Phelps Construction Co., the design/build contractor, as the technical project manager on the installation.

This is the third Marriott NIC has been involved with. Each project has provided Marriott with a Total Solution for a complex technology program.



THE ONLY SOLUTION IS A TOTAL SOLUTION™



*NIC provided Marriott San Jose
with a Total Solution for an
integrated technology program.*

the nic solution

Technology has become an active component of the character of a building. Buildings have transitioned from static structures to interactive hubs of technology. Technology adds value, and in the case of the San Jose Marriott, generates revenue.

NIC approaches each project from a broad perspective to develop a Total Solution and seeks to understand each client's short and long-term business goals. Infrastructures are developed to specifically support these objectives. A Total Solution encompasses planning and budgeting for all elements of an IT architecture, as well as program costs, maintenance, employee training, and projected expansion plans.

phase one, design and space planning

The client, architect and NIC spent six months planning the project. NIC provided design and space planning services for the following:

- Security surveillance system – door contacts, motion detectors and Watch Command*
- Security surveillance system*
- Security surveillance room*
- Data, voice, video, security, sound, and cabling systems*
- Audio system – background music, ballroom and sound reinforcement*
- Main computer room*
- Main television room*
- Audio video room*
- Cable television switch room for pay-per-view*
- PBX telephone system – all guest and administrative phones*
- Wireless access points for guest Internet connectivity in common areas*
- High-speed Internet access to guest rooms*
- Point-of-sale system*
- Two-way radio communications for hotel operations*
- On-Command media retrieval system*

Operational concepts were established. This entails understanding and creating patterns that depict how a building will function. It also details how people will interact, use and flow through different spaces.

NIC established continuous wireless connectivity throughout the San Jose Marriott. Guests can access their laptops, cell phones, and other hand-held devices throughout the hotel. Small cells are strategically placed approximately every 300 feet apart. Information is passed through the airwaves by jumping from cell to cell.



*Involving NIC early in the design process cut
costs, eliminated mistakes, and created a
smoother implementation.*

NIC was instrumental in designing adequately sized equipment rooms. All too often, these rooms lack sufficient space and coordination for the many trades that require a central storage area for their respective systems.

NIC designed pathways with the most direct route between connections. The ability to locate the telephone room in the elevator core created a vertical path up 27 floors. The only horizontal components are those leading to the guest-rooms. Vertical pathways are more cost effective to install and maintain. NIC also established pathways that provided interconnections to the convention center.

strategies implemented to reduce costs and adhere to an on time, on budget delivery

Collaborating in the conceptual stage can eliminate costly change orders once construction begins. Starting the installation with a strategic plan of attack ensured that the thousands of activities on this complex technology project were accounted for. What's more, sufficient time was allotted to order long-lead items. In the construction industry, trades are scheduled in tight sequential order. When one falls behind, a domino effect can occur and negatively influence the entire job. Having a plan and projecting inventory requirements in advance avoids change orders and delays.

Value engineering produced additional cost savings on this project. Value engineering seeks to obtain maximum value of a project by evaluating alternative-design solutions. As part of the design team, NIC had the opportunity to recommend alternative materials and work through complex logistics in advance of installation and construction. NIC estimates value engineering shaved 10% to 15% off the total cost of Marriott's \$2,500,000 technology contract. Once a job has started, it is usually impossible to capture these savings.

phase two, the construction process

NIC's focus was to keep team members coordinated, ensure quality, and deliver an operational system on time and on budget. NIC worked closely with Hensel Phelps Construction Co. to manage and install the project. This included coordinating efforts with the different trades, vendors, phone carriers, architect, and the interior designer to maintain the schedule and ensure everyone was working off a current set of documents. Major systems implemented were audio, security, voice, video, and high-speed Internet. NIC oversaw the owner's allowance for all network systems they did not self-perform. At the peak of the installation, NIC had a staff of 24 on site.

support

NIC trained Marriott's staff on a number of different systems, including point-of-sale, the phone system, security surveillance, and the media retrieval system.



To ensure optimal functionality, NIC trained Marriott staff members on the resort's technology systems, including point-of sale, security surveillance, media retrieval, and the phone system.



(left to right): Bruce Becker, SCS Advisors; Fred Stein, Tynan Group; Darren Leary, Hensel Phelps Construction Co.; Victoria Pughe, NIC

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Other technical project management jobs completed by NIC for the client, Walton San Jose Investor III, L.L.C., include the Fremont Marriott, CA (top) and Scottsdale Marriott McDowell Mountains, AZ (directly above).

summary

NIC is a single source provider for all elements of a complex technology program. The ability to provide a total solution and handle everything in house—design, project management, network installations, and support—saved the client time and money.

Having one firm manage the technology program added control over the design and construction process, reduced confusion, duplications, and change orders. It also allowed the other entities on the project the ability to concentrate on their jobs and the intricate details related to opening a new resort.

The San Jose Marriott has become a leading contender for large business conferences and has helped to revitalize downtown San Jose. This is the third Marriott contract NIC has been awarded. All of the projects were delivered on time and within budget.

about nic

Network Infrastructure Corporation is a single source provider for all elements of a complex technology infrastructure program. Consulting offered through NIC's Professional Services Group includes technology master planning, design and space planning, technical site assessment, and bid management. Infrastructure services include data, voice, video, security, wireless, sound reinforcement, paging, web services, building systems control, and structured cabling. Support services include training, maintenance, network administration, and warranty service.

The corporation is located in Arizona and California. National divisions include NIC Professional Services Group and NIC Wireless Group. Niche markets are education; state and local governments; health care; hotels and casinos; and mid-sized private businesses.

