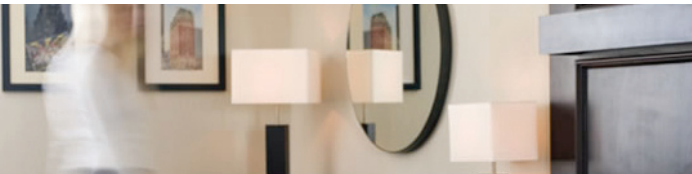


# CASE STUDY

BOUTIQUE HOTEL SEES “SMART INVESTMENT” IN COMXCHANGE<sup>™</sup>

## mark twain HOTEL



“We expect to  
**save more than \$50,000**  
over the next five years.”

-Bud Grieves - Hotel Owner

### THE COMPANY

The Mark Twain Hotel is a 109-room Boutique Hotel located in Peoria, Illinois.

Built in 1967, the nine-story Mark Twain Hotel in Peoria, Illinois has undergone massive renovations, transforming the once commonplace chain motel into Peoria's Premier Boutique Hotel.

### THE CHALLENGE

Replace the Mark Twain's PBX with a more cost-effective non-proprietary system.

The Mark Twain Hotel recently had some problems with its PBX, and discovered they were vulnerable to a service outage. Their previous PBX system needed to be upgraded in order to avoid a loss of service that could take several days to repair. In addition, the software was no longer supported by the manufacturer, and because the parts were proprietary to their system, they were no longer being made.

“We knew that the cost of being reactive would far outweigh the cost of being proactive, so we decided to get some quotes on upgrading the PBX,” said Grieves. “When I realized that the upgrade was going to be \$15,000, I was a little shocked. It seemed like a lot to me, so I decided to take a look at replacing the system completely.”

### THE SOLUTION

Innovation Technologies ComXchange<sup>™</sup> IP PBX

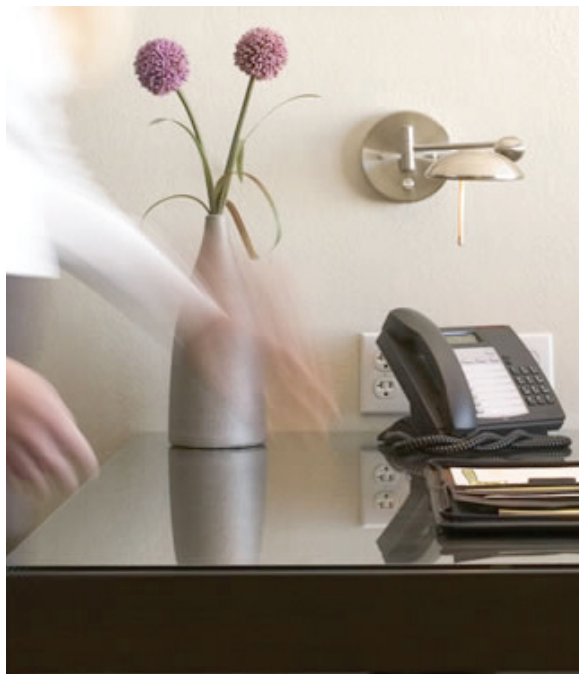
Grieves asked around and a colleague recommended he take a look at ComXchange<sup>™</sup>. “What really impressed me about the Innovation team was their understanding of the hotel business. They helped me cut costs immediately by sizing the system more efficiently and incorporating new technologies.”

### THE RESULTS

- The Mark Twain expects to save more than \$50,000 over the next five years due to ComXchange's native support of SIP trunking.
- Costs were cut because ComXchange<sup>™</sup> can be sized more efficiently
- Because ComXchange<sup>™</sup> uses industry standard components; it can be supported just like the other systems in the hotel, allowing The Mark Twain to utilize a single point of contact for all hardware related issues

The hotel was able to cut their up-front costs by over 50%, and decrease their monthly circuit costs by even more. ComXchange<sup>™</sup> natively supports SIP trunking which allows them to eliminate costly hardware and combine their voice and data with a single connection. “We expect to save more than \$50,000 over the next five years. Plus, we are able to be more efficient, reducing our number of vendors.”

“Going with ComXchange<sup>™</sup> has proven to be a smart investment in several ways,” says Grieves. “I liked the way the numbers looked initially, but the additional benefits we've seen and the quality of the product leaves me very satisfied. I would recommend this to anyone.”



"I feel **more comfortable** with a product that's got compatibility; it gives me **more choice, which drives down my costs.**"

-Bud Grieves - Hotel Owner

## COMXCHANGE™ SYSTEM HIGHLIGHTS

- Hospitality Specific Design
- Best in Class Hardware
- Scalable for Large and Small Hotels
- PMS Integration with All Major Systems
- Lower Maintenance Costs
- All-in-one Solution

## AVOIDING PROPRIETARY PRODUCTS CAN LEVERAGE YOUR INVESTMENT

When it comes to investments, this hotel owner has some experience. Bud Grieves is a retired stock broker, with a track record of picking smart investments. In the early 80's he ranked as the top performing broker in the country for Dean Witter Reynolds. As an owner/operator of several hotels and restaurants, he likes to evaluate most purchases with an investor's eye.

"In researching new phone systems, I decided that I need to have a greater choice of service options. I also wanted to eliminate any proprietary components if possible. I have realized over time that proprietary products always end up costing more, whether it's the ink jet cartridges for the office, or getting your oil changed on your BMW," explains Grieves. "I feel more comfortable with a product that's got compatibility; it gives me more choice, which drives down my costs."

Grieves is also planning on leveraging his contract labor costs, by having his current IT vendor oversee support of the PBX now. Because ComXchange™ uses industry standard components; it can be supported just like the other systems in the hotel, allowing them to utilize a single point of contact for all hardware related issues. That provides greater leverage when negotiating support contracts.

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