



# A Spirit to Serve

Drives the Partnership Between Sunridge Properties  
& Broadband Hospitality



Total Unified Technology Solutions from Broadband Helps Sunridge  
Wow Guests & Win Awards

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**BROADBAND  
HOSPITALITY**



## The Situation

From its origins in 1981 as a developer of small office and apartment properties to its status today as a premiere developer of Marriott brand hotels, Sunridge Properties has achieved impressive growth during its 35+ years in the hospitality management space. Yet, in assessing the company's ability to identify and leverage the latest technology solutions and tools, Sunridge CEO Paul Welker recognized that it was crucial to identify a technology partner to help them keep pace with evolving guest demands. Sunridge Director of Technology Don Brooksby identified Broadband Hospitality as the right partner to achieve this mission. After all, with the Sunridge mantra "A Spirit to Serve," at the heart of its efforts, it was only natural that they would forge a partnership with a likeminded technology solutions provider. Working together, Broadband Hospitality and Sunridge are on a mission to deliver technology solutions to its portfolio of hotels that are both innovative and cost-effective, so that performance peaks and guest satisfaction scores keep climbing!

"If any other vendor provides a similar service, I'm going to give it to BBH. For us, it really does come down to the service component. Their ability to react in an emergency and provide the necessary service sets BBH apart from other vendors."



“BBH always has our backs...  
My emergency is their emergency.”

## The Right People; The Right Support

No matter the industry, one of the biggest challenges for any company is finding the right people to provide the right level of service and support. However, this need becomes highly critical in the service-oriented hospitality sector, where guest satisfaction is key to determining a hotel’s longevity and success. As a technology partner exclusively serving hotels, BBH understands this and employs a customer-centric approach.

Just ask Sunridge Director of Technology, Don Brooksby, who experienced firsthand that enlisting overseas tech support might cost less, but, in return, service is subpar. He explains, “With an overseas support team, the communication was scripted. I could feel the difference so I knew our hotel guests could feel the difference.” Don quickly realized that he needed to find the right people to who could provide quality support. This was mission critical, particularly for a company with “a spirit to serve” mantra.

After receiving a personal phone call recommending BBH from Phonesuite CEO Frank Melville, whose company endorses BBH as a platinum reseller of their voiceware, Sunridge agreed to give them a try. “We could immediately see, just from their interactions with us, that BBH was a company who shared our philosophy of meeting and exceeding guest expectations,” said Don. In addition to sharing a customer-centric philosophy, the fact that BBH is a Marriott GPNS certified partner also cemented Don’s confidence that they would be a good fit as their hotel technology partner.

Finally, the biggest peace of mind came from Sunridge actually knowing the voice on the other end of the phone. “I know the people supporting my hotels. They’re knowledgeable, they’re personable, and they’re all based right in Youngstown,” adds Don.



## Overview

Sunridge CEO Paul Welker founded Sunridge Properties in 1981 as a developer of small office and apartment properties. After a successful initial hotel project, the Best Western Pinetop Inn in Pinetop, Arizona, Sunridge continued its focus on the hospitality market. Today, they have developed more than 40 hotel projects with the majority of its portfolio comprising Marriott brands, including Courtyard, Fairfield Inn and Suites, Residence Inn, SpringHill Suites, and TownePlace. In fact, Sunridge is a seven-time recipient of Marriott’s prestigious “The Partnership Circle Award” that is presented to top performing management and development companies.

With 25+ years of hospitality technology experience, Broadband Hospitality (BBH) is a single source for a variety of innovative IT solutions that help hotels performance and enhance the guest experience. BBH products and services include High-Def TV, High-Speed Guest WIFI, fiber circuits, PBX and phone systems, low voltage wiring, CCTV, Audio/Video, Project Management. They are part of an elite group of Marriot GPNS certified providers, a Phonesuite Platinum Partner, an AT&T Platinum Partner, and a DIRECTV Dealer Advisory Council Member. Broadband is headquartered in Youngstown, Ohio and currently supports 850+ hotel customers nationwide.

## A True Partnership... The BBH Difference

What does it mean to have a trusted hotel technology partner who specifically understands hospitality? Whose people are knowledgeable and accessible to your people around the clock? A partner who truly takes ownership of projects? Whose approach is flexible and bottom-line oriented? To Sunridge, it means the difference between delivering “good enough” and “above and beyond” results.

According to Don, “Developing a partnerships like this is key to being able to build a hotel and provide a product for our guests that is more than adequate, more than average, more than what Marriott is requiring; BBH provides a level of knowledge, security, and peace of mind where I know that if there is an issue in one of our hotels, not only will BBH let me know about it, but I know that the hotel is getting taken care of.” Don adds, “I don’t have to call and ask why it’s not getting done; they just do it. My emergency is their emergency. That is far above what most providers have done or even promised to do when trying to gain our business.”

The difference lies in Sunridge knowing that BBH has a vested interest in their success. They recognize that BBH solutions directly contribute to their award-winning performance and high guest satisfaction scores. From the perspective of Sunridge and BBH, THIS is what a hospitality technology partnership should encompass, and THIS is what all hotels should demand from their IT provider:

**FLEXIBILITY.** When it comes to investing in technology, hotels need to be agile in order to satisfy



evolving guest demands. They need to understand that today’s guest is savvy and the competition is only a click away. The right technology partner keeps their pulse on what lies ahead and is able to recommend future-proof technologies that can effectively keep pace with changing guest demands.

**TEAMWORK.** A “Spirit to Serve” philosophy should be evident in the level of service provided from each team member. Everyone jumps in – no matter the time of day – to troubleshoot any given issue. Honesty, open-communication, and mutual respect permeate every interaction, which contribute to a positive and productive working environment.

**PROJECT MANAGEMENT.** In the BBH model of service, a project manager takes ownership of every project from start to finish, easing the burden on Sunridge, and providing peace of mind that each project will be completed in accordance with timeline and budget. The project manager is onsite during installations and always a phone call away.

**CUSTOMER-CENTRIC.** All solutions should be tailored around your unique needs and technology is utilized to help your hotels serve guests better. There’s never a one-size-fits-all approach.

**SERVICE AND SUPPORT.** With a Youngstown, OH-based team from BBH readily available to them around the clock, Sunridge knows the people supporting its hotels. There is confidence that the response from the provider will be quick and there will be minimal downtime. To further ensure seamless



service and support, BBH offers customers consolidated billing and provides one central number to call for any service question or need. It’s a “one and done” approach that helps hotel customers stay focused on their day-to-day operations.

**TRUST.** Sunridge knows that BBH will always deliver ROI for their technology investment. BBH keeps their pulse on new technologies, has quality vendor relationships, and is always able to recommend the best products and services at the best prices. Sunridge trusts that BBH will navigate security requirements, troubleshoot the unknown, and fully manage installations and upgrades... there is complete peace of mind each step of the way.

**ONE PARTNER. MANY SOLUTIONS.** Hotels benefit most from a single provider who can offer a depth of experience and a streamlined approach to delivering a plethora of solutions. Rather than juggling several vendors to handle its technology needs, Sunridge trusts BBH as a single source with the expertise and resources needed to handle ALL of its property’s technology needs – from WIFI, to phones, to TV, wiring and more. It’s a powerful, yet simple approach.


**RESULTS ORIENTED.** The provider should always keep the bottom line top-of-mind by delivering the ultimate ROI for their customers’ technology investment. BBH takes this a step further by recommending technology solutions that help Sunridge see cost-savings up front and that also yield ongoing residual benefits.

## Unified Technology Solutions That Drive ROI

With new technologies always on the horizon, posing ongoing challenges for hotels trying to keep pace, Sunridge saw the necessity to engage a true, full-service technology partner. They recognized that BBH could anticipate their growing needs at each property and act on their behalf to implement a broad range of solutions. From upgrading WIFI speeds, to laying down wiring, to deploying new phone systems, BBH has proven itself to Sunridge as a provider with the skills and resources in place to deliver the range of solutions that guests need today. AND, with BBH having the expertise to foresee what guests will demand in the future, Sunridge stays ahead of its competitors.

“I already know what BBH is going to do and how they focus on keeping up with the latest technologies; I know they are going to give me the best price, the best product and configuration... and I don’t have to stand over their shoulders,” says Don.

With BBH overseeing its technology needs, Sunridge has also seen an increase in guest satisfaction scores across its properties, specifically in Internet and other critical areas of digital technology. Having top-notch technology solutions in place at its hotels has, indeed, enhanced the guest experience and even contributed to Sunridge receiving multiple performance awards from Marriott. These results and accolades help Sunridge see a clear correlation between technology and performance and they have developed an appreciation for the ROI they routinely receive for their investment in BBH solutions and services.



“When it comes to guest satisfaction, you bet Broadband Hospitality plays a very key component in that.”

“We’re very pleased that the technology solutions we have in place for Sunridge have an impact on their overall performance and success,” said Vince Lucci, CEO of Broadband Hospitality. “When hotels see stellar results like this, we know that there is a link between the right technology and a hotel’s ability to perform in today’s highly competitive and digitally-driven hospitality environment. We’re all about making this happen for Sunridge and the hotel customers we serve.”

Ultimately, the partnership between Sunridge and BBH shows that a likeminded approach to service can yield exceptional outcomes for hotels and their guests – with technology playing a critical role in driving overall success.

Contact Broadband Hospitality today to learn how your hotel can utilize high quality, cost-effective technology solutions to increase performance and guest satisfaction.

[broadbandhospitality.com](http://broadbandhospitality.com)



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