



Datanamics Inc. Case Study

The Palm Restaurant Las Vegas Upgrades Its Telecommunications System To Improve Customer Service

Customer: The Palm Restaurant Las Vegas

Website: www.ThePalm.com

Location: Las Vegas, Nevada

Industry: Restaurant

Customer Profile:

Since The Palm first opened in New York City more than 80 years ago, the Bozzi and Ganzi families have opened more than 25 locations across the country while still retaining proprietorship of the high-end restaurant. Coast to coast, from Boston to Los Angeles, as well as the ever popular Forum Shops Caesars Palace location in Las Vegas, The Palm has earned and maintained its reputation as one of the top steakhouses in the United States. With Northern Italian roots, The Palm's entrepreneurs intended the restaurant to specialize in cuisine from their native city, Parma. The menu evolved to include steak and seafood, and today, The Palm runs its own meat wholesale company to ensure the quality of its steaks.

Services:

Datanamics Site Survey
Datanamics Design
Datanamics Installation

Hardware:

Cisco Unified Communications 500 IP Telephone System
Cisco 7961G IP Telephones

For More Information Call:

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“After upgrading our phone system, our staff conducted more business in less time. We increased satisfaction among our current customers and have made many more loyal ones since then.”

*Larry Close, General Manager
The Palm, Las Vegas*

The Challenge

The Palm found a true home in Las Vegas when it opened a location at the Forum Shops in Caesars Palace in 1993. Growing in popularity, The Palm staff found itself filling every seat in the house while handling continuous phone calls from customers requesting information and reservations. Fifteen years after opening they were still using an analog phone system, and management felt the restaurant's response rate to customers was not ideal. The Palm staff realized that its phone system needed to be updated to improve customer service and compete with other top-quality steakhouses in the city. The Palm wanted to leverage and build upon its existing infrastructure – a Cat 5 Ethernet network.

Out of a nationwide empire of over 25 restaurants, The Palm of Las Vegas was chosen as a beta test location for several reasons. Its current phone system was nearing the end of its lease, and General Manager Larry Close wanted an improved phone system with a variety of capabilities. This was an opportunity to replace the old phone system with a new one, and if found successful, to standardize the other Palm Restaurant locations with the same system.

The Solution

The solution crafted by Datanamics for The Palm was based on discussions with the client as well as a site survey. Datanamics performed a site survey to determine The Palm's current cabling network and phone system setup as well as the solution that would best address its current and future needs.

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(Continued - The Solution)

About Datanamics Inc.:

Datanamics, Inc. is a leading national information technology solutions and education firm. Our team of certified professionals bring specialized expertise to all phases and aspects of networks. Datanamics has built a reputation on the ability to deliver a full range of network solutions to local, national and global small business to Fortune 500 clients across a variety of industries.

- Over 33 Years IT Experience
- Certified Professionals/Solid Credentials
- Hundreds of Long Term Customers
- Headquartered in NV, Service Anywhere
- Wired/Wireless/Secure Networks
- Integrated Voice and Data Networks
- Gold Standard U.S. Based 24/7 Support
- One-Stop Training & Services Resource

To provide its clients with the latest technology in network and IP Telephony solutions, equipment and infrastructure, Datanamics partners with first-class vendors such as Avaya, Cisco and Microsoft, offering a vast range of applications for the broadest range of client needs.

Datanamics takes its relationships one step further by offering advanced technical training and certification courses for IT staff and is authorized to deliver training and certification testing for numerous companies such as Microsoft, Cisco, and many others.

- Certified Instructors
- Microsoft Certified Learning Partner
- Cisco Authorized Learning Partner
- CompTIA & Various Other IT Classes
- Traditional Instructor Led Training
- Custom On-Site IT Training
- ELearning & Remote Live Classroom
- Pearson Vue & Prometric Testing On Site

The design for the proposed solution was based on the following:

- Adding a voice/data platform to its existing local network;
- Converging both voice and data networks for a cost-effective solution;
- Ability and simplicity to rollout the same solution to other Palm restaurant sites.

Datanamics chose the Cisco UC 500 IP phone system as the best solution to address The Palm's immediate and long-term needs. The Cisco UC 500 is a cost-effective solution offering voice, video, data and mobile applications on fixed and mobile networks, delivering a media-rich collaboration experience. The system's manageable platform employs unified communications technologies to support up to 50 users. Because of The Palm's strong history in opening successful locations, the Cisco UC 500 IP system was also chosen to allow the restaurant chain to add additional sites to the network simply and effortlessly. The system helps employees and customers connect, improving productivity and customer satisfaction.

The Benefits

By implementing the Datanamics Cisco UC 500 solution, The Palm was able to respond to customer requests for information and reservations in a timely and efficient manner. Customer service is a source of pride among the restaurant's staff, and the new phone system integration allowed them to meet customer expectations and increase overall satisfaction.

The Palm Las Vegas will now be able to communicate how, when and where they want by utilizing the solution's wireless features, its full suite of IP Communication solutions such as advanced call routing, voicemail to email, automated attendant, call logs, music on hold, and web administration tools to perform their own moves, adds and changes.

"After upgrading our phone system, our staff conducted more business in less time. We increased satisfaction among our current customers and have made many more loyal ones since then," said Close.