

Estate Management Made Easy Harnessing the Power of the Cloud

TRUST IS AT THE HEART OF OUR BUSINESS

www.entrustit.co.uk

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Introduction



It's been over a decade since we first began working with hospitality and leisure businesses. In that time, we've learned a lot about the challenges that keep management awake at night. We've made big breakthroughs, as well as some mistakes, but with each step forward we've honed a managed service offering for hospitality managers that truly relieves stress and frees time to focus on what is important – running your business.

Technology has changed consumer expectations. Not only do they expect greater connectivity, they also expect more personalised experiences. For those managing a portfolio of locations, guests expect a high standard throughout each location. In recent years, disruption of Brexit, Covid, and the global supply chain has put pressure on the industry like never before. Managing so many suppliers to deliver solutions on-time despite global headwinds mean the job of a hospitality manager is more stressful than ever.

However, there is a better way. At the entrust IT Group, we have used our experience to build a portfolio of technology solutions that improve customer experience and reduce management stress. Couple that with our renowned and loved local and regional teams of engineers and project managers, and you have a stress free way to grow and improve your hospitality and leisure business.

This booklet serves as a guide for what your future could look like. It's a future that your competitors are already embracing. We hope you enjoy our vision for the next 5 years of hospitality – augmented with entrust IT Group technology.

“Thanks to entrust IT Group we can offer incredible service because we are always up and running. We never have downtime, our club has better Wi-Fi than ever, and modern cloud features have improved the way we can look after our members. entrust IT Group have worked tirelessly to ensure we are ahead of the curve in terms of developing our technology, always ahead of member expectations. I'm so grateful to them for their help.”

General Manager
Leisure Club

Our Values



At entrust IT Group, our values are deep in our DNA. Our values shape who we are as a business and how we treat our people and our customers. They remain unchanged since our founding and serve as a backbone to every IT service that we offer.



Trustworthy

The heart of our business, trust is key to our model which has always been about developing strong relationships. In today's world IT is the backbone of a successful business. That means we are rigorously honest in all our engagements with customers. We'll only ever sell you what you really need, explaining the pros and cons of everything we do. When we make mistakes, we are transparent about them and we learn from them.



Dependable

Nobody wants to feel let down. That is why we endeavour to be utterly dependable. If we say we are going to do something, we do it. We don't cancel last minute, and we don't quit until the job is done.



Friendly

We want to be efficient of course, but not at the expense of that personal touch so we pride ourselves on offering a friendly service, without jargon or unnecessary complexity. We choose our support team primarily for their communication skills.



Adaptable

Every business is different, which means they all bring their own history, their own environments, and their own challenges. To support a business successfully, we know that you have to be adaptable to their needs. We cannot fit you into our mould. Therefore, we find solutions to meet whatever problems we face and we adjust to match any business need. We meet you where you are, not force you to change to suit our needs.



Tenacious

We never give up. When things get tough, we find a way to succeed. We never accept "good enough", every job we take on has to be our best and we keep going until we have got it right. That promise is what makes us different.

A Day at a Smart Estate



Imagine a scenario that almost seems too futuristic and revolutionary to be true. You are the General Manager of a major hotel/country club. You are simultaneously managing multiple demanding tasks and responsibilities. and you are looking for ways to streamline day-to-day operations at your club, reducing manual intervention and improving experiences for your customers and your staff.



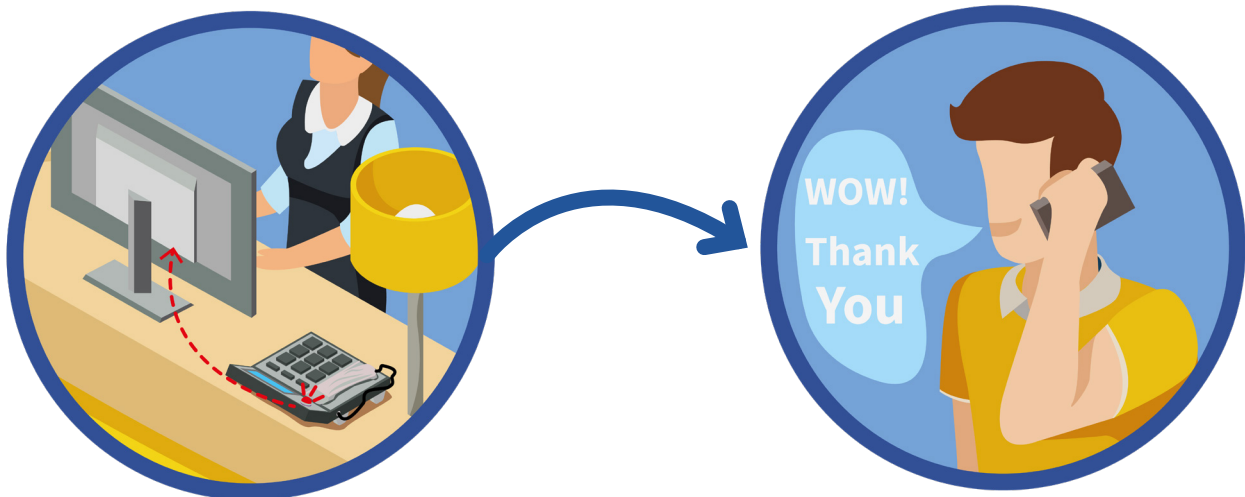
Your customers rightly expect a high-quality experience when they are at your club. This must be as low-touch and stress free as possible.

Therefore, automation is the name of the game.

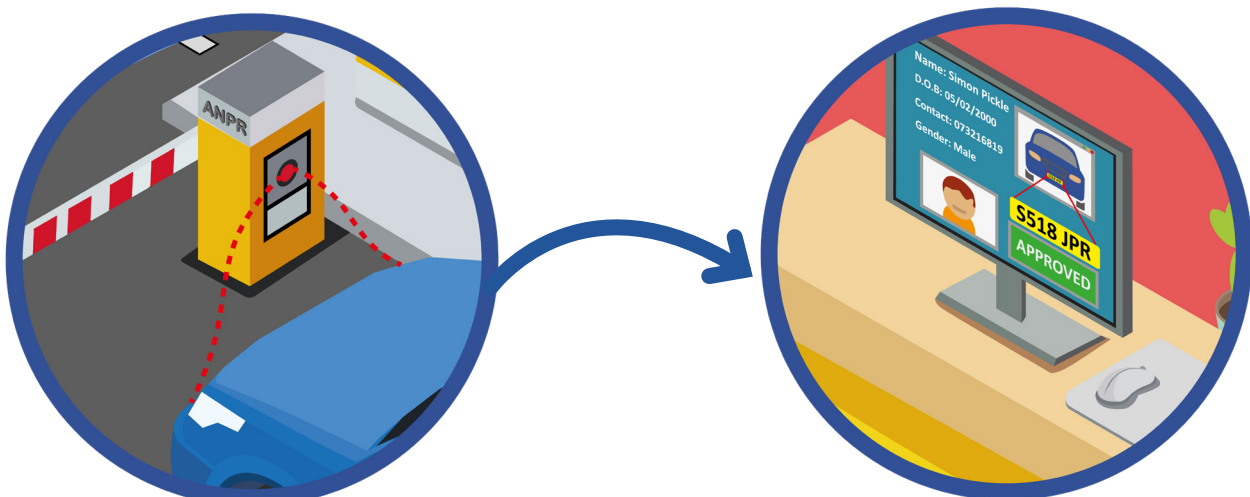
Booking and Arriving



A customer calls through to your club ahead of time to book a golfing retreat weekend. He's visited your club before so his telephone number is stored in the club's CRM system. The club's Cloud VoIP telephony platform, which is linked to the CRM system, recognises the telephone number that he is calling with and automatically brings up information on the guest. The guest is staggered to find that the hotel staff answer the phone and greet him using his name, and already have all of his information to hand.



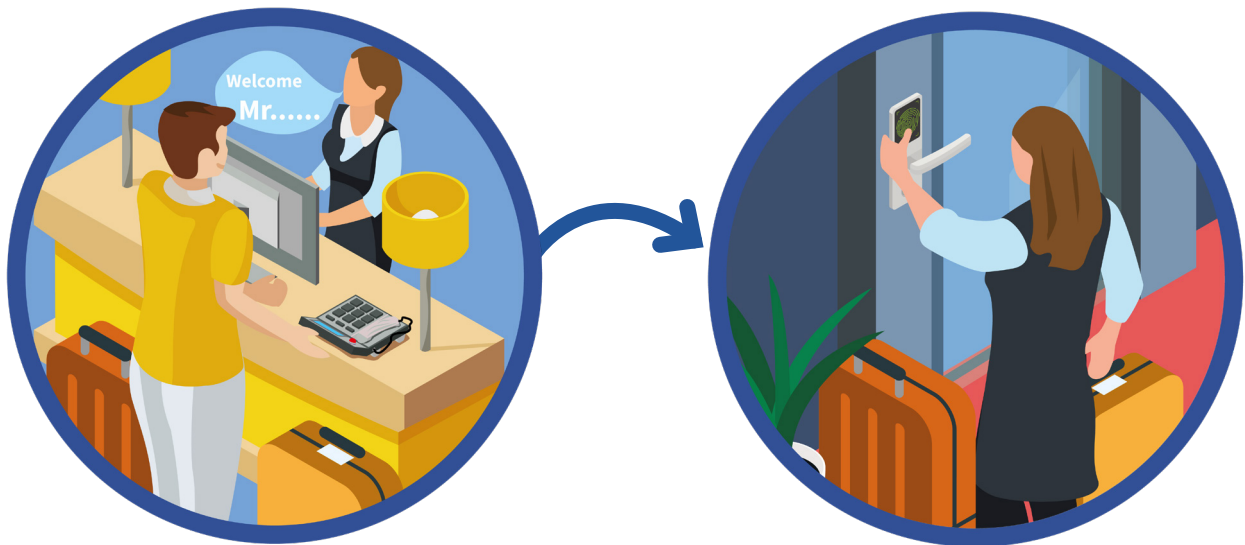
When the customer arrives at your club, your CCTV cameras pick up their number plate. AI in the camera system recognises their plate, links it back to their entry in club CRM, and grants access. Simultaneously, the reception desk is notified of their arrival, allowing them to begin preparing their hotel room for the weekend, as well as notifying the golf club that the guest has arrived for their booked tee time.



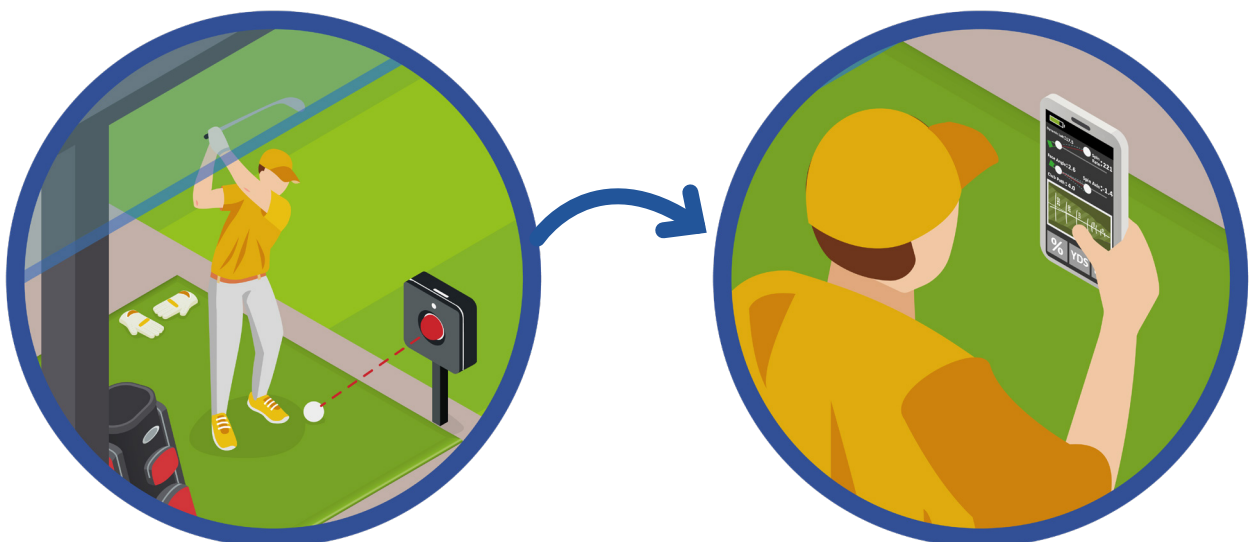
Checking in



On arrival, the guest is impressed to find that the receptionist is expecting them and already has their details to hand. She takes the guest's bags and locks them in a room that is secured by a biometric locking system until he's ready to take them to his room. The guest makes his way to the driving range to get prepared.



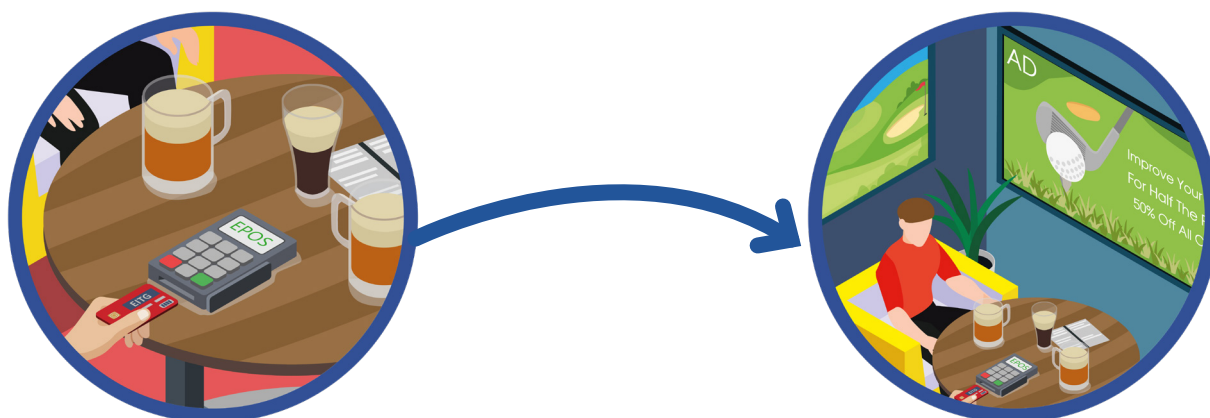
The driving range is a Trackman system. It tracks his shots and logs them to a smartphone application using the internet. The driving range, which is a few minutes' walk from the main clubhouse, is connected to the central internet breakout via a point-to-point networking system.



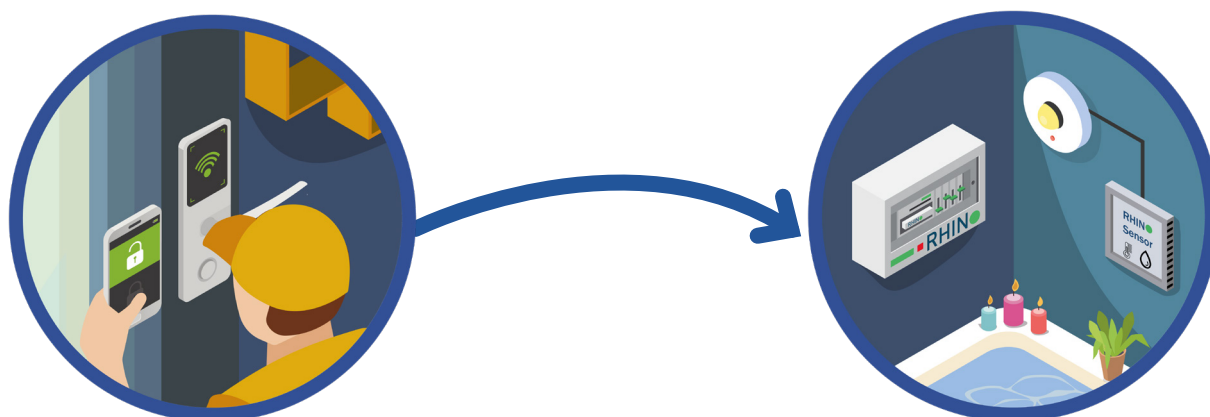
Payments and Monitoring



Once the guest has finished his round of golf, he and his friends congregate in the bar for a drink and a recap of their round. They pay using contactless on a modern EPOS machine and sit back in their chairs next to the clubhouse's wallboards. These LED panels generally show advertisements and news related to the club, but sometimes they can show leaderboards of the competitions the club hosts, using data from HowDidiDo. The wallboards are controlled centrally using a software piece that cycles through marketing, information, and HowDidiDo.



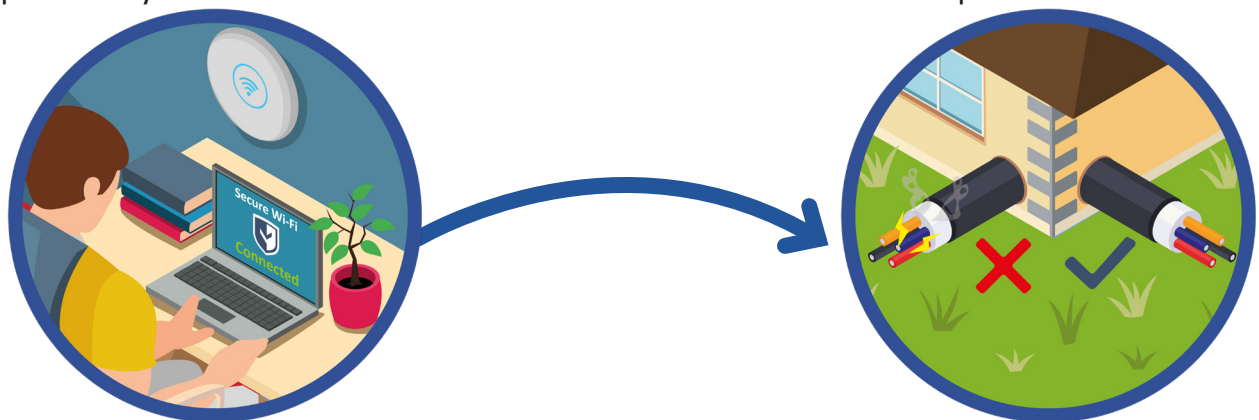
Once the group have finished their post-round drinks, it's time to unwind at the spa. The guest uses a keycard on his smartphone, sent to him by reception, to access the locker room. He deposits his clubs and shoes and makes his way to the spa. The spa is monitored by a series of smart sensors which track data points on areas such as electricity and gas usage, temperature, air quality, and pH levels throughout not just the spa, but the entire club. This data is deposited within an online cloud portal, accessible by club managers. The portal not only tracks data trends to help the club to be greener, but it also provides alerts when things like temperature and air quality reach unfavourable levels. Sensors also monitor for signs of fire.



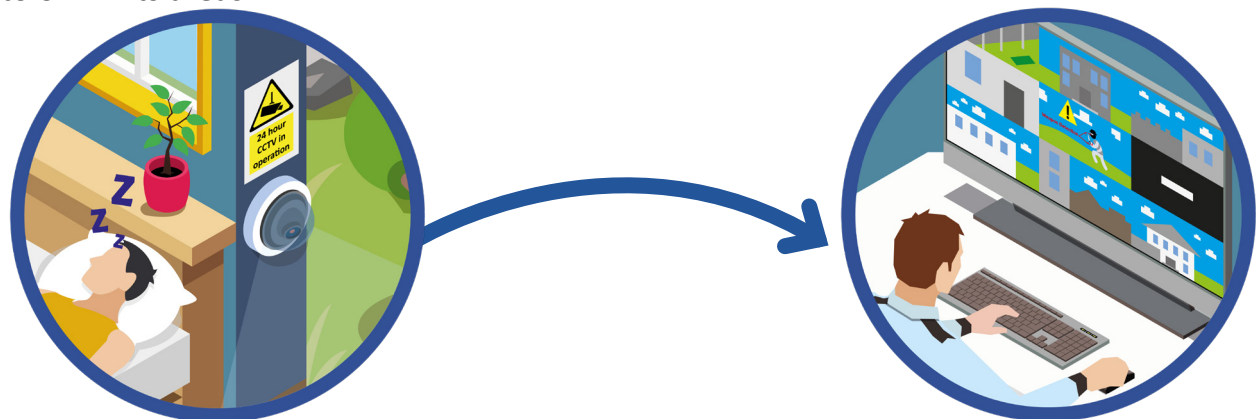
Networking and Security



After the spa, the guest returns to his room. He uses the same keycard on his smartphone to gain entry. He logs onto the superfast Wi-Fi in his room to surf the web. Wi-Fi is available throughout the hotel on one single secured network. The internet access enters through two high speed leased lines that are from different providers and enter through different locations, to provide maximum resilience. It is then spread through the campus using a mixture of intelligent access points and point-to-point networking. A Wi-Fi controller is constantly monitoring the number of devices attached to any one access point and proactively load balances between the estate to maximise internet speeds.



When he is done for the day, the guest can sleep soundly knowing that the entire club campus is protected using Cloud-Based CCTV and Access Management. High definition IP cameras use AI to track suspicious behaviour, such as loitering. All club cameras are connected through the cloud, so all it takes is one click to show footage of a suspicious individual throughout the camera estate, allowing security staff to easily follow someone's movements throughout the site. Cloud Access Management flags up unusual behaviour, such as a day-shift staff member entering the campus during night hours. All doors are secured using a mixture of keycard and biometric entry to ensure nobody can gain access to off limits areas.



Delivering a Five Star Service



When his stay is over, the guest leaves his hotel room behind. Once he vacates and the check-out time has been reached, his smartphone keycard automatically revokes access to his room. He leaves in his car out of the main gate, satisfied with a relaxing and fun weekend. Number plate recognition confirms he has left the premises and the CRM system automatically sends him a follow up email asking to rate his experience.

The answer is obvious... five stars.



Throughout this whole process, human intervention has been limited. AI and computing power automates as much as possible, making the guest experience effortless. It also reduces staff costs and frees up the time of existing staff to make them more productive at resolving guest issues. Throughout the process, all of the hardware and software required to make this system tick is monitored and supported by a friendly team of UK-based engineers, on hand throughout the day over the phone to resolve issues. Should it be required, they'll even be on-site same day too

What Your Site Could Look Like



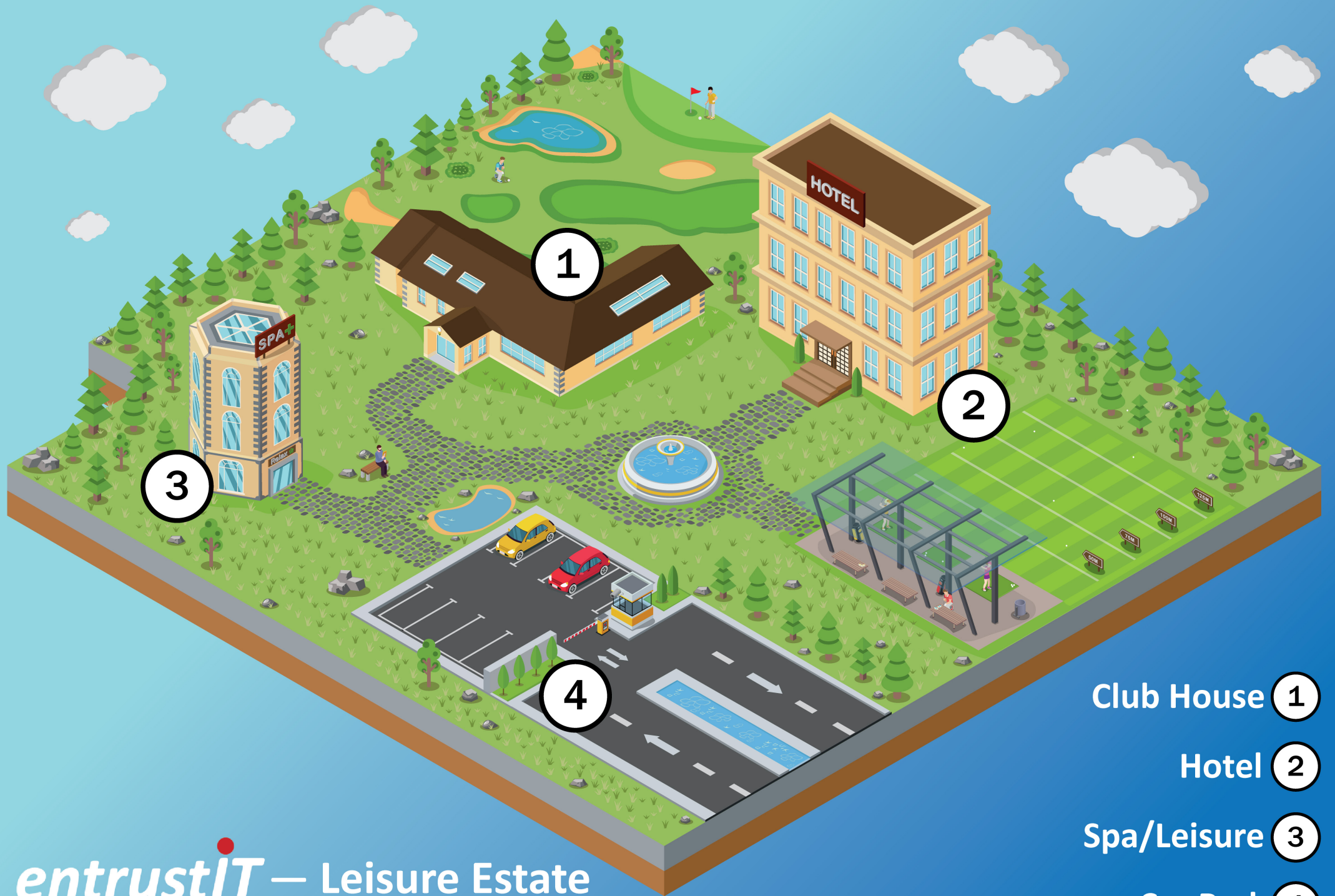
This may feel like a futuristic world that is a long way over the horizon, but it isn't. The technology exists now, and is already in use at leisure clubs, hotels, retail outlets, and hospitality venues across the country.

Let's take a deeper dive into how this system works, and how it could work for you.



"The team at the entrust IT Group were so easy to deal with. They were clear in what they would be doing for each stage of our projects and managed the entire process to ensure that we hit our targets on-time and on budget."

Group IT Manager & Data Protection Officer
Leisure Club



Club House ①

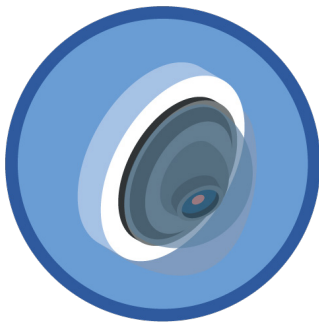
Hotel ②

Spa/Leisure ③

Car Park ④



Game Changing Solutions



Cloud CCTV with Artificial Intelligence

The entrust Cloud CCTV solution is the future of physical security. The solution combines HD-quality cameras with modern technology that allows for viewing and recording on the go, in the cloud. AI Smartsearch allows you to use natural language search to look through your whole estate in a flash. Simply search for a parameter, such as “person in red shirt” and immediately see every shot that meets that criteria.



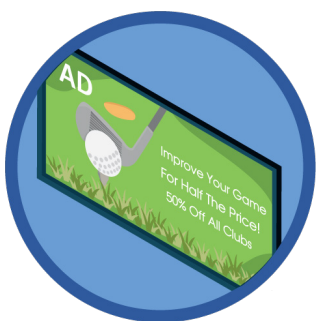
EPOS (Electronic Point Of Sales)

We’ve come a long way from a traditional till. These days, customers are demanding cashless, contactless payments that happen in a flash. The entrust IT Group offer an untramodern EPOS solution, working on fast tablet or PC based tills. There is full integration with Payment Express, SmartPay, and Worldpay. Each till user has an HR record allowing you to customise their permissions, and the tills manage their own stock.



Fast and Reliable Networking

In our connected world, ultrafast and stable networking matters. Since all operations are now run through the internet, having a connection that you can rely on is essential. We provide FTTC and Leased Line connections, as well as wireless access points from Ruckus and Ubiquiti. We’ll even provide a comprehensive wireless audit to ensure that your site(s) are always well covered by a blanket of wireless signal.



Digital Marketing

Nothing quite captures your attention like a well placed visual advert. We provide solutions for digital advertising, allowing you to turn any TV screen into advertising real estate. Software cycles your screens through advertising automatically, and you can switch to club information (such as HowDidiDo) with the touch of a button.



● Device Security

● Access Management Using Phone

● Hardware Procurement

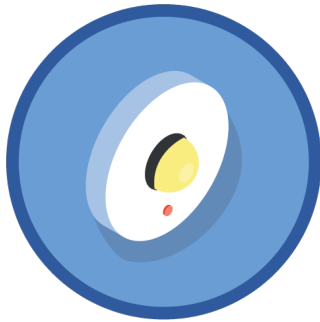
● Automatic Alarm Trigger Notifications

● Strong Wi-Fi Coverage

● Wi-Fi Installation

● CCTV with Footfall Tracking

Game Changing Solutions



Automatic Alarm Trigger Notifications

Security managers rely on alarm systems to keep your premises safe and secure. Our cloud enabled alarms offer full peace of mind. If the system detects smoke, carbon monoxide, or forced entry, your security teams will be automatically notified. Link the system with your access management and cloud cctv platforms, and you can lock down your building remotely while watching a live feed.



Device Security

With a distributed workforce, managing the security across a wide range of devices is critical. With an unprecedented rise in ransomware and other forms of malware, businesses face a greater threat than ever. The entrust IT Group Managed Security solution combines antivirus, anti-ransomware, device encryption, and backup & DR to ensure your sensitive information is protected at all times.



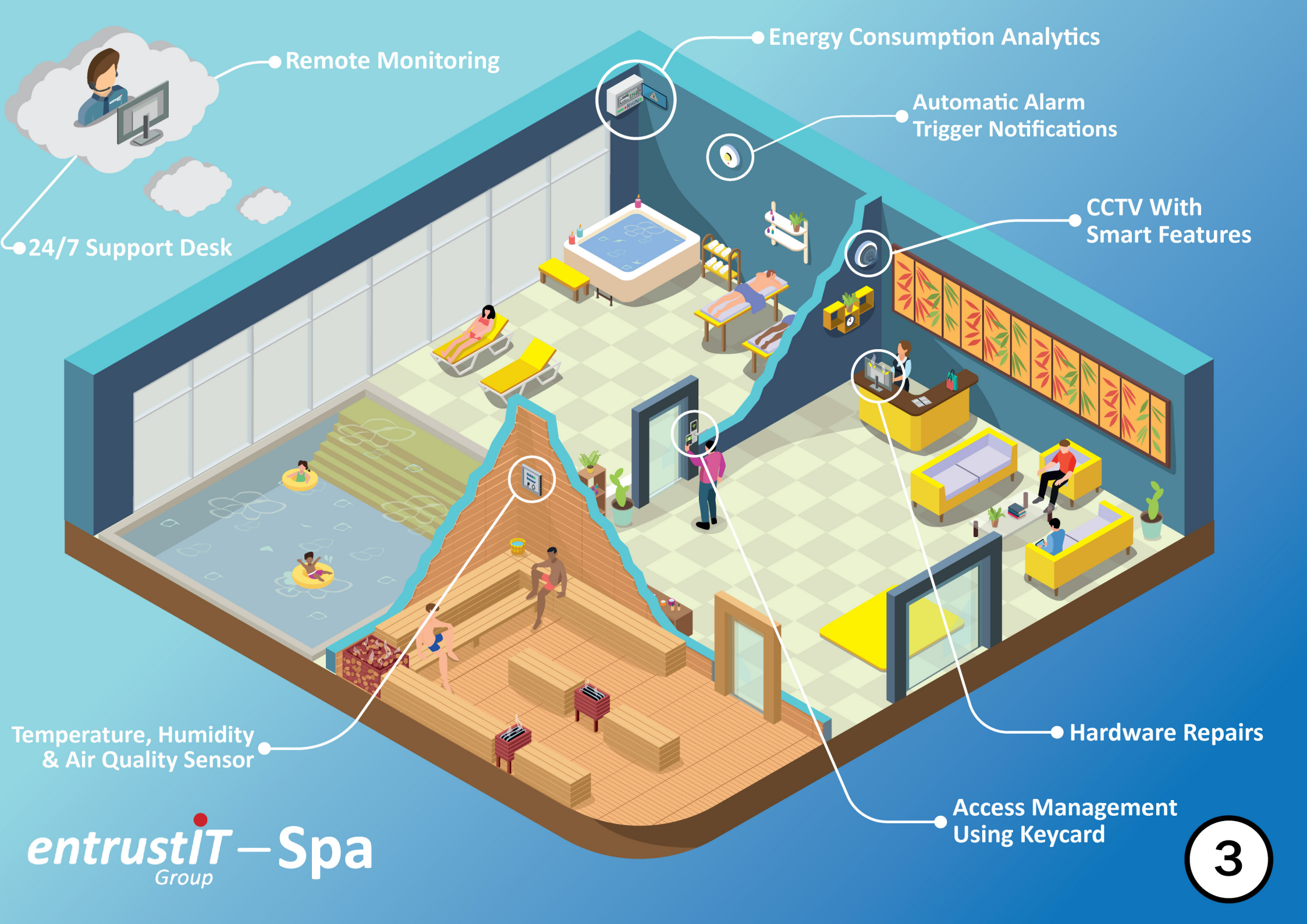
Cloud Access Management

Cloud Access Management is an ultramodern access control system that is perfect for companies with lots of buildings, particularly those that are distributed across a wide area. Security admins have full control over who can access doors, whether its staff or guests. Using a digital keycard on your phone, authentication is a breeze. Pair with cloud cctv for video confirmation, and all data is kept within audit logs.



Voice Over IP (VoIP) Telephony

Whilst VoIP telephony is fairly ubiquitous for most businesses, not all VoIP is created equal. The entrust VoIP telephony solution has smart features, such as CRM integration, call recording, auditing, mobile passthrough, softphone, and HD voice. All of these features come at a highly competitive price, and the solution is completely flexible month to month.



Remote Monitoring

Energy Consumption Analytics

Automatic Alarm
Trigger Notifications

CCTV With
Smart Features

24/7 Support Desk

Hardware Repairs

Access Management
Using Keycard

Temperature, Humidity
& Air Quality Sensor

entrustIT – Spa
Group

Game Changing Solutions



UK-Based Support Team

When problems occur, or you need help fixing a particularly tricky problem, having a friendly, qualified support team on hand to assist is a blessing. The entrust IT Group is building a network of local IT teams to provide on-site assistance where needed, and our UK-based ITIL service team is available up to 24x7. Most IT issues can be resolved over the phone, but we can also fix issues on-site same day if required.



Hardware Repairs and Procurement

There is never a good time for important hardware to fail. In order to get your business up and running again fast, we can have replacement hardware with you the very next day. Our wide supply chain means we get them at the best prices. Should you choose to repair, we can fix on-site, or you can opt to ship to us for repair in our workshop.



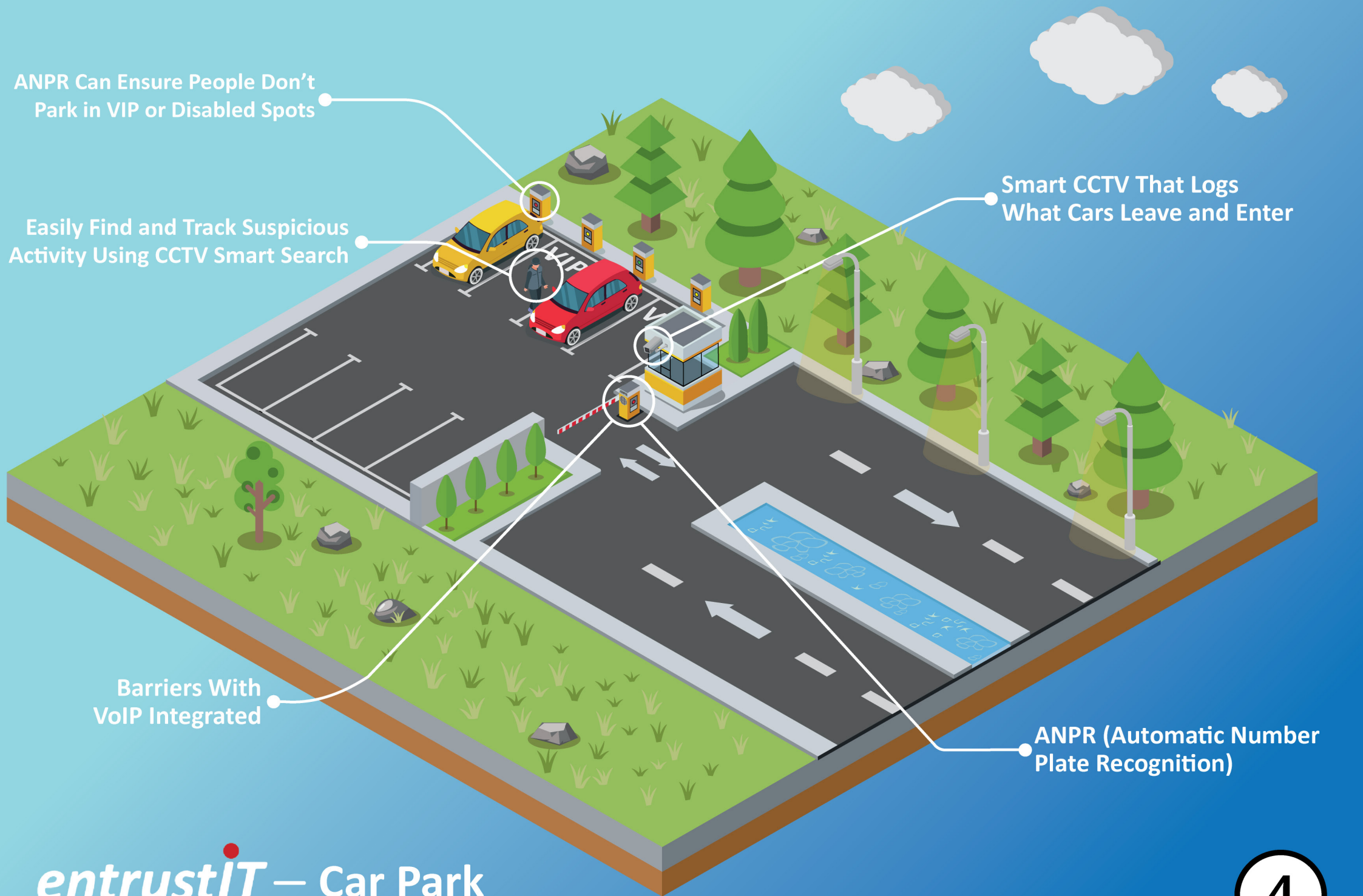
Energy Use Management

Customers are more aware of green issues than ever, and seek businesses who take their climate objectives seriously. The entrust energy management solution captures data points on energy use, whether that is through heating, lighting, or otherwise. The data is normalised and presented in a dashboard which shows which parts of your buildings are wasteful, allowing you to make intelligent decisions. You can also use this data to report on your climate objectives - great for shareholders and your marketing.



Humidity and Temperature Checker

Sensors collect data on humidity, temperature, and air quality. This data is presented in a cloud dashboard to provide insight for management teams, but also adjusts HVAC automatically to provide a more comfortable environment for your guests. The solution also monitors carbon monoxide levels to ensure your environment remains safe.



ANPR Can Ensure People Don't Park in VIP or Disabled Spots

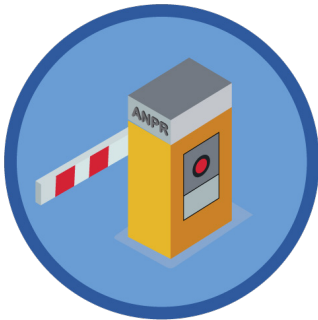
Easily Find and Track Suspicious Activity Using CCTV Smart Search

Smart CCTV That Logs What Cars Leave and Enter

Barriers With VoIP Integrated

ANPR (Automatic Number Plate Recognition)

Game Changing Solutions



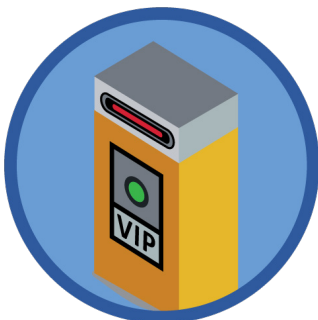
Automatic Number Plate Recognition

ANPR systems are often considered to be expensive and inflexible. However, the entrust ANPR solution integrates with cloud cctv and uses artificial intelligence to monitor number plates. That means it works on any camera, not just ANPR ones. Connect the system to your cloud access management, and you can automatically trigger access based on a stored number plate.



Track Suspicious Activity

Unfortunately, thieves, vandals and other criminals are commonplace today. Thankfully, cloud cctv makes protecting against them simpler than ever. AI can detect unusual behaviour, loitering, and even weapons, and notify your security teams automatically. With AI smart search, you can track an individual across your estate with one click.



Members Car Parking Management

Impress your customers and staff with ANPR and access control. When an authorised user arrives at your car park, their number plate is checked against your database, granting them access and even providing them with a personalised welcome message.

We are in the early stages of the fourth industrial revolution. Modern technology including Artificial Intelligence, Internet of Things, and Quantum Computing means that within the next couple of decades, the industries we think we understand will have changed beyond our comprehension. Our lives will change too, and with it our expectations.

We see this already. Artificial Intelligence is making jobs that previously took days, take seconds. Information is at our fingertips faster than ever, and those who take advantage of the opportunities available to them will provide customers with a service that far exceeds what is considered normal today.

A fourth industrial revolution has the potential to raise global income levels even further than at present. A new middle class, raised in this connected world, will expect even more from their leisure facilities. In turn, managers will need to be smart about how they use technology in order to give them the competitive advantage in a saturated market.

As our world changes, you can be sure that the entrust IT Group will change with it, constantly updating our products, our services, and our recommendations to ensure you can more efficiently add locations, manage your existing estate, and provide your customers with a leisure solution that keeps ahead of their demands. We've proved we can do it in the third industrial revolution, and we are already proving it in the fourth.

Ready to learn more? Let's talk.



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