# ABBEY HOTEL
# CASE STUDY



## WHO ARE ABBEY HOTEL?

Just a stones throw away from the famous Pump Rooms, Roman Baths and Thermae Spa, The Abbey Hotel is perfectly located in the thriving city centre of Bath.

Priding themselves on 'atmosphere' Abbey not only has 60 quirky designed en-suite bedrooms and a super stylish ArtBar and Allium Brasserie.  It's also home to one of the coolest venues in the city 'Igloo' providing a creative and sylish space for meetings and celebrations.

## THE CHALLENGE

Systemagic began working with Abbey Hotel in 2012, shortly after the hotel was purchased by its current owners, Ian and Christa Taylor who set to work transforming the property from a tired Best Western into a thriving city centre boutique.

Ian and Christa bring a refreshing understanding that technology has a huge part to play in delivering a remarkable guest experience, but shouldn't detract from the boutique styling of the hotels in their collection.

## THE SOLUTION

After working with the team to understand what systems were already in place, Systemagic set to work creating a secure and stable infrastructure that would underpin the growing business. Now some 5 years later the Abbey has excellent wifi coverage in all areas including the impressive underground Igloo Bar and the seasonal outdoor Apres Ski Bar, impressive IT systems to support the back of house staff who also manage the other properties in Ian and Christa's portfolio, audio systems throughout the public areas (including the toilets!), and superfast fibre optic Internet to give guests, staff and business visitors the very best internet connectivity.

The systems create an excellent backbone for the rest of what is now The Kaleidoscope Collection, a growing collection of boutique hotels which ensure that technology underpins excellent guest experience from start to finish.

### WHO ARE SYSTEMAGIC?

With over 20 years experience in the industry we pride ourselves on Doing IT Differently.

At Systemagic we provide people-focused IT support, cloud and internet services with no long term contracts to businesses in Bath, Somerset, Wiltshire and beyond.

We understand how vital technology is to your business and to the people involved in it. We take time to understand your business requirements and then provide tailored IT support and services.

SYSTEMAGIC
DOING IT DIFFERENTLY