



Premier Inn Germany

Services Provided



The Project

What we did

Whitbread identified that Germany was the country of choice for expanding its Premier Inn brand into Europe. They have been investing in new sites, mergers, and acquisition activity and the project with Celestra was triggered by the acquisition of 13 Holiday Inn Express Hotels.

Premier Inn pride themselves on the simplicity and standardisation of all their hotels, and with none of the IT infrastructure in the scope being similar, Celestra had to ensure that the diverse nature of the hotels ultimately adhered to the consistency and exacting standards expected by the brand. There was also the pressure of completing the whole project for its brand launch deadline.

Celestra procured, configured, and installed Cisco equipment at each site, with engineers connecting AP's, routers and switches working closely with Deutsche Telecom on network connectivity. A total of 48 engineers completed the works confronting any problems, including an unforeseen global pandemic, in their stride.

The project concluded with all sites being completed on time and with Premier Inn successfully launching itself within the European continent.

How did Premier Inn benefit?

Thanks to the strong alliances cultivated in the UK coupled with the shared ideal of 'working as one' shared by all, Premier Inn established confidence in the partnership which was then solidified with excellent communication and project management. By securing these key elements from the start, Whitbread grew further confident with each successful install and activity meaning they could focus on launching the brand successfully.

Why Premier Inn chose Celestra

As well as a leap for the Premier Inn brand into mainland Europe, this project also kickstarted the journey for Celestra into the continent. Celestra has been a trusted partner for Whitbread for over 13 years and it was this trust and experience that was a deciding factor in both brands embarking on this journey together.

Alongside the usual challenges of running a project there was also a great deal at stake at the beginning as Celestra also had to engage with a German IT service counterpart. Rowius were soon welcomed into the fold and a new continental partnership was formed. Engaging with new partners is of course not without its risks, and as much as we had done due diligence on working with Rowius, there was always a risk that the project might have teething issues. However, because the trust from each party was robust, this project went from strength to strength and continued to flourish throughout its whole duration.

The Impact of COVID-19

Right out of the blue and one week into the project, the COVID-19 pandemic hit. The original plan was reviewed and re-arranged to ensure the engineering teams worked in COVID Secure conditions throughout the whole of Germany. Not one of the original hand-over dates was missed and the project was delivered on budget. So, despite a potentially catastrophic effect this could have had on the project, it just highlighted how well human ingenuity and togetherness can ultimately lead to successes!



Continued.

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Teamwork spearheaded success!

The true reason for the success of the project came down to the fact that there was no demarcation between companies. Everyone had the same goal and worked as a team. There was a great deal of reliance on all the parties involved - the builders, electricians, cablers, engineers, Premier Inn staff – all hitting appropriate deadlines to ensure no part of the work schedule was delayed. When there were issues the teams rallied to overcome these obstacles. Celestra's 5C's were at the core of this relationship and these were crucial to the success of this project.

Our European Future

When looking to the future and as Premier Inn goes from strength to strength across the continent, the foundations of the UK trust carried over into Germany ultimately will support the further work being completed more efficiently and with less risk of failure. We are continuing to support Premier Inn Germany in helping to open five further hotels this year with 6+ more in scope for 2021.

Celestra also now has a significant referenceable IT partner in Germany and with the same vigour and attention to detail that the UK operations have become well-known for, there is a lot of potential to work with other brands and be successful. Watch this space!



Project highlights



Completed on time
despite COVID-19
pandemic



200
man days of work



12000m
Of cabling installed



500 APs
installed



50+
pallets of new and
legacy equipment



Complete IT
refurbishment of 13
Holiday Inn Express
hotels

In Partnership

