



## Business Technology Partners Finalizes Technology Design and Implementation for Trump SoHo New York

July 02, 2010 -- Business Technology Partners (BTP), an IT consulting company and managed services firm in New York and Detroit, announced that it has completed a multi-year technology consulting and infrastructure design project for The Trump New York SoHo Condominium Hotel.

Engaged by the Trump SoHo's developer, Bayrock/Sapir Organization, BTP noted it worked closely with the engineers, architects and real estate developer in budgeting and managing technology oversight and procurement for the entire project.

The company said the hotel is a technological destination hotel where technologies converge to provide a feature-rich environment for the hotel's guests. For instance, there are full color Cisco VoIP touch screen phones in each room that allow guests to order room service, check the weather, and access other hotel amenities. There is also a Control4 Suite Systems wireless control system installed in each guest room enabling control of the room lights, shades and air-conditioning through a single, universal remote-control and a graphical user-interface on the televisions. There is a distributed antenna system (DAS) and a high-speed wireless (Wi-Fi) network that will enhance mobile application use and Internet access via both wireless LAN and cellular connectivity.

BTP said it designed and implemented a Cisco Unified Communications network,

providing state-of-the art telecommunications platforms including IP Telephony, Wireless LAN (Wi-Fi), and a resilient core LAN/WAN switching & routing infrastructure. Unified Communications is bringing voice, video, data, and mobile applications to help hotel employees, guests and patrons of the various hotel amenities to communicate, no matter where they are or what network devices they use throughout the property.

Alex Sapir, President of Bayrock/Sapir, said, "The BTP team has been instrumental in the success of this project and completely understood the hotel's complex and intricate IT requirements. Through BTP's design and our shared vision for the hotel, the Trump SoHo New York is providing the latest technology available in modern hospitality. BTP has created solutions that both enhance the experience for our guests and the hotel staff." "BTP provided Bayrock/Sapir Organization a team with the experience, expertise, and character to deliver the best possible technology consulting services for their condominium hotel development project. BTP provided not only technical design and implementation services, but also leadership and project management for all aspects of the technology that contributed to the success of the project.

I am proud of what our team has accomplished and very pleased to be part of this major out-of-the-ground construction project in downtown New York. Through our combined efforts with Bayrock/Sapir and all the project's technology vendors and manufacturers, we have delivered state-of-the-art technology solutions that will continue to meet the demands of Trump SoHo's associates and its guests for years to come," said Joshua Aaron, President of Business Technology Partners.

More Information: [www.btp.net](http://www.btp.net)