



Case study: Sheraton Grand Sacramento Hotel

Helping one of the world's most prestigious hotel brands fulfill a turnkey installation of 535 hospitality-grade TVs, hassle-free and in record time.

The client

The Sheraton Grand is a Marriott hotel located in the heart of downtown Sacramento, California. It boasts 503 guest rooms and suites with top-of-the-line accommodations.

The challenge

The Sheraton needed to upgrade 535 hospitality-grade TVs within a one-week time frame. They were looking for a supplier and partner to provide a turnkey solution without draining hotel resources or interfering with guest privacy or security.

The solution

Sheraton chose Best Buy® Business for their ability to work at scale behind the scenes and assure the TVs would work as expected. The project would be completed while the hotel was at 85% occupancy and within a tight deadline to accommodate a major conference.

Mike Cronin, Director of Engineering for Sheraton Grand, worked with a Best Buy Business Account Manager well-versed in the hospitality industry who served as a single point of contact. The Best Buy Business team managed the project end to end and completed it 20% ahead of schedule by leveraging:

- Geek Squad® technicians as a fully vetted and trusted labor source
- A relationship with LG to procure 55" hospitality-grade TVs at a reduced cost
- Expedited delivery and receiving to facilitate the hotel's busy delivery schedule
- Behind the scenes staging—including storage, unboxing, assembly, connection, testing and trash removal—to minimize guest impact
- 15-minute in-room installation that was coordinated with the hotel to accommodate guest schedules



The continuing relationship

Cronin contacted Best Buy Business six months after project completion to upgrade 1,000 hospitality-grade TVs at a property in New Orleans. Best Buy Business continues to be a preferred supplier and installation partner for Marriott hotels.

"I look for a partner that has great communication, that I can trust and that has done this before. I couldn't ask for a better partner."

— Mike Cronin,
Director of Engineering, Sheraton Grand

