SCHARP CONSULT e.K.

Catalogue of Specialist Planning Services

IP-based building systems for hotel projects – new construction, refurbishment, repositioning and rebranding

Service portfolio for investors, developers and property owners

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1. Your Benefits as an Investor

Today, a hotel's technical building equipment is a decisive factor for guest satisfaction, operating costs and the marketability of the property. At the same time, international hotel brands require detailed technical standards. Failure to comply can lead to delayed openings, retrofit costs or, in the worst case, problems in concluding or maintaining the franchise or management agreement.
As an independent specialist planner, Scharp Consult handles the design, tendering and supervision of all IP-based building systems – vendor-neutral, structured along the work stages of the HOAI (German Fee Structure for Architects and Engineers) and with in-depth knowledge of the requirements of international hotel brands. For you as an investor, this means:

- **Planning certainty:** Technical brand requirements are built into the design and budget from the outset – no costly surprises at brand approval or opening.
- **Cost transparency:** Vendor-neutral tenders, competition among bidders and a life-cycle cost perspective instead of optimising capital expenditure alone.
- **Interface expertise:** One point of contact for telecommunications, IT, building automation, media and security technology – interfaces are planned, not improvised.
- **Value retention:** Future-proof, scalable infrastructure safeguards marketability and makes a later change of operator or brand easier.
- **Experience:** More than 20 years of project experience and a well-established network of specialist partners.

2. Company Profile

Scharp Consult e.K., based in Wildau (Brandenburg, Germany), has been working as a specialist planner and consultant for IP-based building systems for more than 20 years. The focus is on commercial properties, particularly in the hotel industry. Clients include developers, investors, operators, architects and general planners.

Attribute	Description
Legal form	Registered sole proprietorship (e.K.), owner Dirk Scharp
Core competence	Specialist planning and consulting for IP-based building systems along the HOAI work stages: networks, media technology, access control, displays, etc.
Industry focus	Hotel industry (chain, franchise and independent hotels), commercial properties
Approach	Vendor-neutral, independent of suppliers and installers
Network partners	Netway Solutions, JB Projektmanagement, dba Baunetzwerk, weiser.lighting, Pixedot
Area of operation	Germany-wide, with a focus on the DACH region (Germany, Austria, Switzerland)

3. Hotel Brand Expertise

International hotel companies define binding brand standards for their brands which, in addition to design and service, regulate the technical infrastructure in detail. These requirements differ by brand group and segment (Luxury, Upper Upscale, Upscale, Midscale, Economy, Extended Stay) and are updated regularly.

3.1. Hotel Groups – Overview of Examples

Scharp Consult is familiar with the technical requirement profiles of the major hotel companies, including the following:

Hotel company	Example brands (selection)
Marriott International	Marriott, Sheraton, Westin, Courtyard, Moxy, Residence Inn, AC Hotels
Hilton	Hilton, Conrad, Curio Collection, DoubleTree, Hampton by Hilton, Hilton Garden Inn
IHG Hotels & Resorts	InterContinental, Kimpton, Crowne Plaza, voco, Holiday Inn, Holiday Inn Express
Accor	Sofitel, Pullman, Novotel, Mercure, ibis, Mövenpick, MGallery
Hyatt	Park Hyatt, Grand Hyatt, Hyatt Regency, Hyatt Place, Hyatt House

3.2. Typical Technical Brand Requirements

The following topics are covered by almost all brand standards and are addressed systematically by us in every work stage:

Topic	Typical brand requirements	Scharp Consult service
Guest internet (HSIA / Wi-Fi)	Minimum bandwidth per room, full coverage, roaming, authentication, premium tiers, in some cases certified providers	Wi-Fi coverage planning, bandwidth concept, selection of providers and manufacturers according to approved vendor lists
Network architecture	Separate networks for guests, administration, POS/payments and building services; defined hardware classes	Network segmentation (VLAN/VRF), converged network design, redundancy concept
System integration	Interfaces PMS – telephony – IPTV – locking system – room management – POS	Interface matrix, coordination with brand systems and service providers
Access / mobile key	Electronic room locks, digital keys via brand app, BLE/NFC	Locking system design, integration with brand app and PMS
TV / infotainment	IPTV, casting from guest devices, welcome portal, screen sizes per room category	IPTV/satellite concept, casting solution, content and network connection
Room and energy management	Guest room management (GRMS), occupancy detection, sustainability targets and reporting	GRMS and BMS design, energy monitoring, PMS integration
Telephony	Room phones, emergency calls, wake-up service, voicemail, administrative telephony	VoIP/cloud PBX concept, emergency call routing
IT and data security	PCI DSS requirements for payment networks, data protection, access rights	Security concept, zone model, definition of requirements for service providers
Brand acceptance	Technical approvals, pre-opening inspections, documentation obligations	Preparation for and support during brand acceptance, defect management

3.3. Rebranding and Repositioning

When an existing hotel is converted (reflagged) or repositioned, the new brand usually defines a Property Improvement Plan (PIP). Scharp Consult supports you with:

- Technical survey of existing conditions and gap analysis between the current state and the target brand standard
- Assessment of which existing systems can be retained, must be upgraded or must be replaced
- Cost estimates as a basis for investment decisions and contract negotiations
- Phased implementation planning during ongoing hotel operation with minimal room downtime
- Comparison of the technical requirements of several brands as part of the operator or brand selection process

4. Service Areas by Trade

The planning services essentially cover system groups 4 (telecommunications and information technology systems) and 8 (building automation) of the HOAI, supplemented by hotel-specific systems and software.

4.1. Telecommunications

- PBX systems (on-premise, hybrid, cloud) incl. hotel features and PMS integration
- VoIP telephony, room and administrative telephony, DECT/Wi-Fi handsets for staff
- Guest Wi-Fi (HSIA) and staff Wi-Fi, coverage planning, hotspot and portal solutions
- Administrative networking, site connectivity, broadband and fibre building connection
- In-building mobile coverage (indoor coverage) for guests and staff

4.2. Network Design, IT Systems

- Network infrastructure: active components, network segmentation, redundancy, monitoring
- Server and storage systems, virtualisation, cloud strategy, data backup
- Hotel software: property management system (PMS), booking and channel management, billing software
- Point-of-sale systems (POS) for restaurant, bar, spa and conference incl. payment processing
- Workplace IT, printers, back office and IT security concept

4.3. Building Services and Building Technology

- Building management system (BMS) and building automation, integration of trades
- Guest room management (GRMS): lighting, HVAC, curtains, occupancy detection, “Do not disturb”
- Structured cabling (copper/fibre), planning of cable routes, distribution frames and technical rooms
- Access control and locking systems incl. mobile key, master key system, parking
- Security technology: video surveillance, intrusion detection, emergency exit door control

4.4. Media Technology

- Infotainment: IPTV, satellite/cable TV, casting solutions, guest portal
- Conference and banqueting technology: projection, LED walls, hybrid meetings, digital signage solutions
- Sound systems for lobby, restaurant, bar, spa and outdoor areas
- Digital signage, information and wayfinding systems

4.5. Security, Alarm and Emergency Call Systems

- Emergency call and nurse call systems (e.g. accessible rooms, sanitary rooms, spa)
- Emergency power and uninterruptible power supply (UPS) for safety-relevant and IT systems

5. Services by HOAI Work Stages

Our services are structured according to the HOAI work stages (Leistungsphasen, LPH) for technical building equipment. They can be commissioned individually, stage by stage or as a complete package. Hotel- and brand-specific content is integrated into every stage.

Stage	Designation	Content with hotel and brand relevance
LPH 1	Basic evaluation	Clarification of the brief, survey of existing conditions, obtaining and evaluating the brand standards, coordination with investor, operator and architect
LPH 2	Preliminary design	System concepts per trade, comparison of options, cost estimate, alignment with brand requirements, space and technical room requirements
LPH 3	Design planning	Developed design, network and system architecture, interface matrix, cost calculation, preparation for brand approval
LPH 4	Approval planning	not applicable
LPH 5	Detailed design	Construction-ready drawings, riser and schematic diagrams, distribution plans, detailed coordination with interior design and trades
LPH 6	Preparation of tender	Vendor-neutral bills of quantities and specifications, quantity take-off, consideration of brand-approved vendor lists
LPH 7	Assistance with contract award	Review and evaluation of bids, bid comparison, bidder meetings, award recommendation
LPH 8	Site supervision	Construction supervision, coordination of installers, commissioning, functional tests, acceptance, support during brand acceptance, documentation
LPH 9	Post-completion services	Tracking of defects during the warranty period, inspections before expiry of warranty periods, optimisation during operation

6. Service Matrix: Trades × Work Stages

The matrix shows in which work stages Scharp Consult is the lead planner or contributes in a coordinating role for each system.

System	LPH 1	LPH 2	LPH 3	LPH 4	LPH 5	LPH 6	LPH 7	LPH 8	LPH 9
Telephony / VoIP	●	●	●	◐	●	●	●	●	●
Guest Wi-Fi (HSIA)	●	●	●		●	●	●	●	●
Network / servers / IT	●	●	●		●	●	●	●	●
PMS / POS / hotel software	●	●	●		◐	●	●	●	◐
Structured cabling	●	●	●		●	●	●	●	●
BMS / GRMS / energy	●	●	●	◐	●	●	●	●	●
Access / mobile key	●	●	●		●	●	●	●	●
Video / intrusion detection	●	●	●	◐	●	●	●	●	●
IPTV / satellite / infotainment	●	●	●		●	●	●	●	●
Conference / sound systems	●	●	●		●	●	●	●	●
Fire alarm / voice alarm	●	●	●	●	●	●	●	●	●
Emergency power / UPS	◐	◐	◐	◐	◐	◐	◐	◐	◐

● = lead planning by Scharp Consult

◐ = contribution / coordination (e.g. with electrical planners, software vendors or network partners) blank = usually not required

7. Additional Services and Consulting

In addition to the basic services, we offer investors the following additional services:

Service	Description
Technical due diligence	Assessment of IT, telecommunications and building services when acquiring a hotel, investment backlog, remaining service life, cost estimate
Brand standard gap analysis	Comparison of existing systems vs. brand requirements in a conversion or repositioning
Technical brand comparison	Side-by-side comparison of the technical requirements and costs of several brands to support decision-making
Technical schedules for lease/management agreements	Definition of interfaces, ownership and maintenance boundaries between investor and operator (FF&E, OS&E, IT)
Budget planning and TCO	Capital and life-cycle costs, purchase vs. rental/managed service, renewal cycles
Tendering of services	HSIA operation, managed network, cloud telephony, IPTV content, maintenance contracts
Pre-opening support	Coordination of commissioning through to opening, training, handover to operator and facility management
Technical project management	Schedule, cost and quality control of the technical trades on behalf of the client
Works in existing buildings	Refurbishment planning during ongoing operation, construction phases, temporary solutions, minimising room and revenue losses

8. Mitigating Risks – Added Value at a Glance

Risk for the investor	Mitigation by Scharp Consult
Non-compliance with brand standards	Early integration of brand requirements, review before tender and acceptance
Cost increases due to change orders	Complete, vendor-neutral specifications, clear interfaces
Delayed opening	Coordinated commissioning, scheduling of system integration, pre-opening support
Dependence on individual manufacturers	Open standards, competitive tendering, documented systems
Loss of value due to outdated technology	Scalable infrastructure with spare capacity, life-cycle and renewal planning
Difficult change of operator or brand	Brand-independent base infrastructure, clear ownership and operating boundaries
IT security and data protection incidents	Network segmentation, security concept, requirements for service providers

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9. Collaboration and Process

Typical project process:

1. Initial meeting and clarification of project objectives (new build, refurbishment, conversion)
2. Survey of existing conditions and requirements analysis incl. brand standards
3. Consulting and concept development with cost framework
4. Design and engineering through to tender
5. Supervision and coordination of execution
6. Acceptance, brand acceptance and handover to operations

For large-scale projects, Scharp Consult brings in partners from its own network as required – for example for project management, lighting design or specialised network and media technology. You keep a single central point of contact throughout.

9.1. Contact

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We would be pleased to present our services to you in a personal meeting and to prepare a proposal tailored to your hotel project.