



Enabling Digital Transformation

Transforming The Newt in Somerset with Seamless Connectivity



This case study encapsulates how our technology experts set The Newt in Somerset towards technological success.



We unite people, processes, and technology to propel businesses towards sustainable, **long-term growth.**"

The Client

The Newt in Somerset

The Newt in Somerset, also known as ‘The Newt,’ is a captivating country estate located between the towns of Bruton and Castle Cary. The estate itself **spans several acres of farmland, woodland, orchards, and gardens.** For over two centuries, the esteemed estate has been the prized possession of the Hobhouse family.

Visitors can explore the beautiful greenery, grounds, and gardens while enjoying the estate’s restaurants, farm shops, and more!

Moreover, **The Newt in Somerset was recently recognised as the World’s Best Boutique Hotel!**

The estate always has plenty in store for visitors, with seasonal events, tours, and workshops held regularly.

Strategic Roadmap

When defining a strategy for The Newt in Somerset, they had a few IT non-negotiables in mind before following the roadmap our technology experts had set out for them.

The expectations were set right at the beginning of the process as the Netitude team was **tasked with creating a comprehensive Wi-Fi network covering the entire estate**. Our team were also very keen to meet their demands of **having an enterprise-level operation** from a technological standpoint.

The entire Newt in Somerset brand is based on its picturesque aesthetic, from its award-winning hotel rooms to serene outdoor landscapes. Therefore, it stated from the start that **the implementation of technologies such as Wi-Fi was discreet, invisible, and inobtrusive for visitors** to be in keeping with the look and feel of the rest of the estate.



Adam Harling
Managing Director



The Brief

When our Technical Alignment Managers conducted our comprehensive audit of The Newt in Somerset estate, they identified key areas where IT improvements could be made in line with our bespoke NET9 framework. We also worked closely with the client to ensure their needs, in terms of the invisible technology approach, were prioritised from the get-go.

Our Technical Alignment Team then handed over to our Virtual IT Directors and wider Solutions team to implement a site-wide Wi-Fi network set-up and an approach that aligned with the estate's aesthetic and functionality goals.

Providing **The Newt** in Somerset with an Innovative Solution

The Solutions team then worked tirelessly with the technical engineers in our Projects team to complete the IT infrastructure installation. This process required meticulous planning and execution from the team.

High-speed fibre optic cabling formed the backbone of the network and was complimented by Ruckus Network. This Wi-Fi company specialises in providing wireless voice, video, and data technology to large venues, schools, hospitals, and public spaces globally.

The Projects and Solutions team were briefed on ensuring seamless coverage without compromising aesthetics throughout the installation process. We are very proud of what both teams achieved in their efforts to provide The Newt with enterprise-level technology that looked quick, efficient, and easy on the eye.





The Result

Due to the hard work and efforts of the entire Netitude contingent, The Newt in Somerset staff and visitors could now enjoy high-speed internet access everywhere on the estate.

The Augmented Reality (AR) and Virtual Reality (VR) technologies that were implemented by the Netitude team helped The Newt in Somerset simultaneously enhance their offering and the engagement of their visitors, who had the opportunity to enjoy the wonders of the grounds and delights of technology in equal measure.



Next Steps

We look forward to continuing to nurture our relationship with Pat Tomlinson as both organisations continue their growth strategies. Our dedicated Virtual IT Directors will be on hand to provide quarterly reviews, ensuring they are happy with the technology services and packages we provide.

Our service desk is on hand, offering a round-the-clock service to address their needs or queries should anything go wrong with their IT infrastructure. We're proud to work with companies such as Pat Tomlinson and can't wait to see the business scale and grow as the years tick by, knowing that their IT systems are all in check.

Is **Netitude** the **Right Fit** for your business?

We were tasked with ticking plenty of boxes and overcoming many challenges in our work with The Newt in Somerset, and we're very proud of the work our friendly team did to ensure The Newt's needs were met throughout the process.

We work with businesses of many shapes and sizes operating in various industries. In that case; what are you waiting for?

Get in touch with our friendly team of tech experts today to see what we can offer your business!

