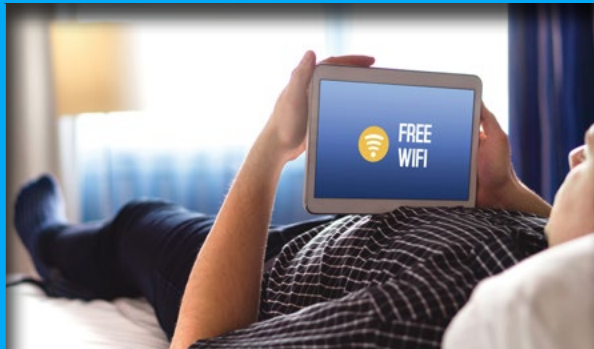


Hospitality Success Stories:

7 Companies That Used Wireless Technologies to Supercharge Their Business





Introduction

Offer strong, steady, and more reliable wireless communications to your hospitality clients to help them raise their level of customer service—which, in turn, deepens your clients' relationship with you. After all, leading hoteliers know the importance of wireless technologies: 46% of them have made enhancing digital experiences a top strategic tool for improving customer loyalty.

Give your hospitality clients solid examples of just how wireless technologies can help garner more business and elevate their company. Share this collection of case studies with them. In doing so, you let your hospitality clients know that you understand the hospitality market—and how your services can enable them to succeed in it.

Moreover, you understand that much of today's hoteliers' success depends on the quality and reliability of their wireless technologies:

- 94% of business travelers consider Wi-Fi a must, according to a recent Forrester report.
- 89% of guests decide where to lodge based on free reliable Wi-Fi, according to the [2018 Lodging Technology Study](#).
- 80% or more of all travelers tote their smartphones, laptops, and tablets to hotels.

Let's take a look at how the following seven companies all enhanced their business by using EnGenius products and solutions for their wireless communications.

Providing Strong, Reliable Wi-Fi for Hundreds of Guests on 80 Acres of Woodland

Lancaster County, Pennsylvania

The [Refreshing Mountain Retreat and Adventure Center \(RMRAC\)](#) is located on 80 acres of Pennsylvania woodland and hosts conferences and day events for groups of 10 to 500 people. RMRAC has three styles of lodging: cabins, hotel-style, and dorm-style bunk houses. Activities include nearly a mile of zip lines, a ropes course, paint ball, a swimming pool, an elevated obstacle course, and nature studies.



Even among the natural beauty of the RMRAC, however, today's 24/7 online connectivity is evident.

Guests take selfies by the pool, shoot smart phone videos while whirling through the air on zip lines, and pose for photos while astride the facility's horses. Memories are made, captured, and shared with family and friends via social media while on site.

Challenge: Unreliable, outdated Wi-Fi

During peak season, the RMRAC has hundreds of guests daily, but its common Wi-Fi platform was not reliable. The center's old Wi-Fi was hard to configure, and it required manual point-to-point updates that were challenging and time-consuming.

The RMRAC needed a reliable wireless system that would perform consistently on the vast, forested property. Moreover, the solution had to be easy to set up and maintain as well as be cost-effective, and robust enough to simultaneously serve hundreds of devices simultaneously.

RMRAC found its solution in EnGenius.

Solution: EnGenius Neutron Series

The [EnGenius Neutron Series](#) is a great fit for the RMRAC. Justin Harnish, the facility's office manager, explains how easy the solution was to install and set up.

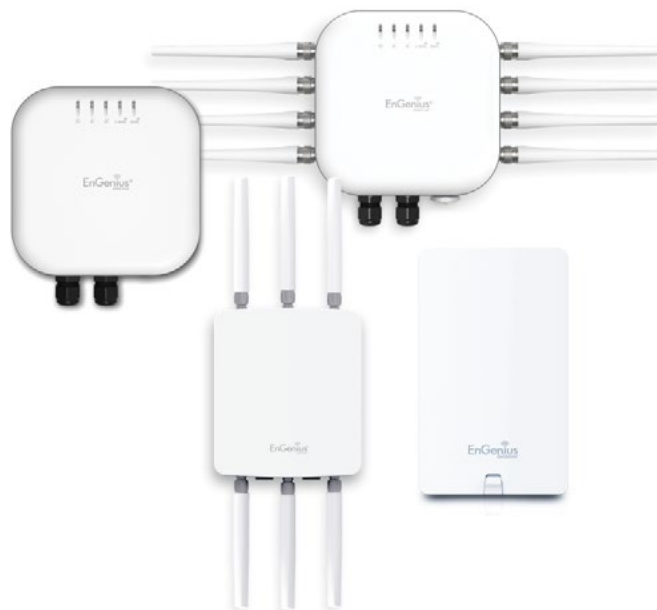
"It was very quick for us. It took us less than a day, and all the access points saw each other right away," he says.

The Neutron Series also helps keep costs down. "We chose the EnGenius Neutron Series because it was a one-time purchase fee versus a monthly or recurring subscription fee," states Harnish.

Another problem solved is updating and maintaining the system.

"With the managed network that EnGenius provides, doing a group update to firmware and to security standards is seamless, and so much more time efficient to push out across the network," Harnish says.

The [ezMaster Network Management](#) software saves users time and resources with its easy-to-use Web interface, simplified bulk configuration, and one-click updates. Automated AP provisioning and intuitive configuration tools help streamline mass AP deployments. Moreover, ezMaster's ease of use is well-suited for smaller businesses, such as the RMRAC, and also for companies with hundreds of APs spread across multiple locations.



Result: Reliable Wi-Fi for staff & guests in the midst of nature's majesty

The EnGenius Neutron Series provides the reliable coverage that the remote retreat and adventure center lacked. The deployed equipment brings peace of mind to staff members; they now know the company equipment will function as needed.

"The benefits that we have now include the ability to separate out the guest network versus the admin network," says Harnish. "It allows us to keep the office running full-tilt and still provide good service to the guests."

Earning repeat business means giving excellent service the first time—every time. EnGenius enables the staff at RMRAC to provide just that!

"At peak season, when we have over 400 people on-site looking for Wi-Fi, we don't need problems," says Harnish. "We need things to work and to run well, and EnGenius Neutron Series has provided that Wi-Fi consistency for us to serve those guests well."



2

Managing a Nationwide Network—With a Single System

Overland Park, Kansas

Midwest Internet Solutions (MIS) is a nationwide full-service provider of high-speed Internet access (HSIA) systems for some of the nation's largest hotel chains. It is based in Overland Park, Kansas, with offices in Dallas and Boston. Its customers mainly consist of hotel and property management companies, and services are customer- and guest-focused.

MIS utilizes EnGenius' solution in more than 300 locations. EnGenius device deployment sites include Best Western, Holiday Inn Express, Choice Hotels, and Wyndham properties.



Challenge: Providing 24/7 network monitoring services to companies nationwide

MIS desired to grow its business and provide 24/7 monitoring services to its existing and new customers. MIS needed a system that would allow it to monitor all deployed equipment from a central location, even when that equipment is several states away.

Also, MIS needed to keep its costs down to compete with larger businesses. The company is always looking for ways to increase efficiency, maintain high customer satisfaction rates, and reduce truck-roll costs, so that MIS remains competitive.

MIS wanted to avoid products with recurring licensing fees. Annual licensing fees required by other companies' network management systems can be the difference between a lost or won bid when pitching new projects. In today's competitive market, every single benefit counts.

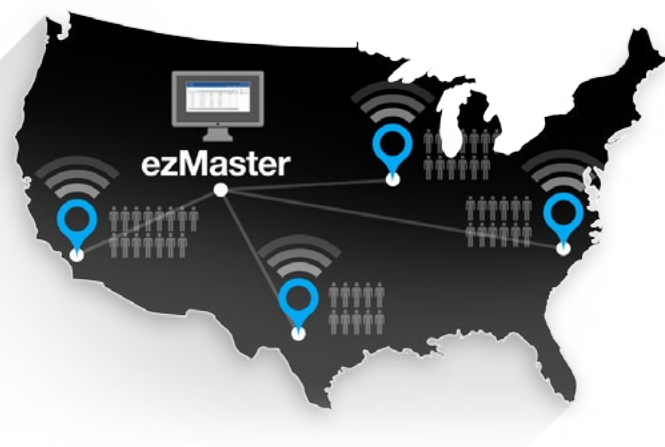
Moreover, MIS wanted to maximize device functionality, reliability, and performance while it reduced the per-device cost, in order to minimize sticker shock for prospective customers. That is where EnGenius' ezMaster and the Neutron Series came in.

Solution: More than 1,000 devices easily managed with ezMaster

EnGenius Neutron Series hardware and its included ezMaster Network Management Software provided the solution MIS was looking for. And ezMaster allows MIS to monitor deployed equipment from its Network Operations Center 24/7. Not only can MIS see when a device is down, the company can also troubleshoot and reboot remotely, which drastically reduces the need for truck-rolls.

Using ezMaster is an undeniable time saver and benefit to MIS, especially when considering how many EnGenius devices that the company has out in the field:

- 1,000+ Neutron access points
- 70+ Neutron switches
- 300+ deployment locations nationwide



"We use ezMaster a lot, and the nice thing is that it's free," says Victor Jaimes, senior network administrator at MIS. "Our customers don't have to pay licensing fees every year, or anything like that, and yet we almost get the same benefits."

There are no subscriptions required nor tech support fees.

Easy to set up and deploy, the Neutron Series devices that MIS selected reduce installation time, resulting in additional labor and deployment savings.

MIS uses a variety EnGenius devices, including:

- Neutron Managed PoE Switches
- Neutron EWS 11ac Indoor Managed Access Points (ceiling mounted)
- Neutron EWS 11n Indoor Managed Access Points, 2x2 Single-Band (ceiling mounted)
- Neutron Dual-Band Wireless Managed Wall-Plate Access Point (The all-in-one device provides in-room multi-port wired and wireless connections for phones, IP TVs, networked minibars, and game consoles.)

Results: Saving time & money

MIS chose the ezMaster and Neutron combination for many reasons, including ease of updating firmware with the software.

"Completing firmware updates with one click for a thousand APs at a time, if you like—that's very nice," says Jaimes. "We used to have to do them individually, which took a lot of time. That's no longer the case. You can choose which models you want to update."

Deploying more than 1,000 EnGenius devices is a testimony to MIS' confidence in EnGenius product. And its continued expansion of ezMaster/Neutron use is an even better endorsement.

3

Offering Free Wi-Fi in Multistoried Buildings

St. Louis, Missouri

The Candlewood Suites® Hotel O'Fallon is an all-suite, 79-room extended stay hotel that caters to tourists, business travelers, and government travelers in town to visit near by Scott Air Force Base. The hotel provides spacious suites that each include well-equipped kitchens and executive work desks; a business center; onsite health and fitness center; and outdoor barbeque areas.



Hotel guests demand wireless network connectivity, not only for business and government travelers to connect their laptops, but to support the increase of mobile devices such as smartphones and tablets that guests use to access the Internet.

Though the Candlewood Suites promoted free Wi-Fi access in every suite, guests were frequently frustrated by the difficulty or inability to access the network throughout the four-story building.

The hotel contacted Cierra Digital Communications to get the problem solved.

Located in O'Fallon, Illinois, Cierra Digital Communications provides communications infrastructure solutions for small and midsize businesses. Owner Dennis Miller specializes in PBX networking, wireless networks, video surveillance, premise security, and two-way radio.

Challenge: A fast, wireless network to provide reliable connectivity throughout the hotel

Upon inspecting the existing wireless network infrastructure, Miller found that the existing network was not providing adequate coverage throughout the building. Moreover, where there was coverage, the signal levels were poor.

"The hotel was using consumer-grade routers, and the guests would either see the signal and not be able to log on, get bumped off the network, or couldn't see the signal at all," explains Miller. "The network couldn't function with all of those users in such a small hotel."

Miller knew that to fix the problem and provide reliable wireless connectivity for the hotel's guests, he would need to deploy a new, more powerful business-class wireless network infrastructure.

Solution: EnGenius Neutron Series Wireless Management Solution



Given Miller's extensive background in RF technology, his search for a wireless LAN solution started on the Internet, and he was drawn immediately to the Neutron Series Wireless Management Solution.

"Normally I would have looked at some of the other big name manufacturers, but I saw the 800mW power rating of the Neutron Series access points," he says. "That means a lot to me." After discussing the benefits of the Neutron Series Wireless Management System with [Keenan Systems](#), an EnGenius Master Reseller, Miller purchased the EWS5912FP Neutron Series 8-Port GigE PoE+ Wireless Management Controller and Switch along with nine EWS320AP Neutron Series Dual-Band Wireless N900 Managed Indoor Access Points.

The EnGenius Neutron Series Wireless Management Solution is a scalable solution for operations that occupy large properties and that need to deploy, monitor, and manage numerous EnGenius Neutron Series Wireless Access Points from one simple and accessible browser-based software platform. Neutron Series switches can support any number of Neutron Series Wireless Access Points from a few to several hundred, depending upon the number of Neutron Series Switches in the network.

"We initially installed the switch and mounted four of the access points in the ceilings and fired it up," says Miller. "The signal was huge everywhere with just four of the access points hooked up!"

After deploying the rest of the access points and configuring them through the EWS5912FP switch, he found the signal coverage throughout the property to be "five bars of signal everywhere." Installation of the system was quick and easy and took a total of only two hours.

Results: Fast deployment, exceptional coverage & reliable connectivity

The EnGenius Neutron Series Wireless Management Solution deployed easily and provided a reliable, high-performance network that significantly enhances the wireless network experience for the hotel guests.



"With the previous system, people with iPads weren't able to log into the network without contacting technical support at the gateway to pull it up," Miller says. "Now, it's just automatic."

The Neutron Series provided a level of range and performance that has established EnGenius as the wireless vendor of choice for Cierra Digital Communications.

"This was the first system from EnGenius that we've deployed, but we're really, really happy with the product," Miller says. "I told the hotel management that I want to hear about any issues at all, even a small glitch in the wireless network, but there have been absolutely no complaints. Whenever we get a replacement order, EnGenius is what we're putting in!"

Keeping Communication Reliable & Steady Throughout a Beachfront Inn

Baileys Harbor, Wisconsin

Nestled on the Lake Michigan shore in the village of Baileys Harbor, Wisconsin, The Blacksmith Inn on the Shore blends bed-and-breakfast charm with contemporary amenities. Each of its 15 private guest rooms features an in-room whirlpool, fireplace, private balcony, and extraordinary harbor view.

Situated on 2.5 acres of beachfront property on Lake Michigan, Blacksmith Inn's property includes the historic three-story Zahn House, two-story Harbor House, two-story Orchard House, and a dock. During the busy tourist season, the Inn employs a staff of 12 people.

Challenge: Reliable communications throughout an expansive property

The ability to receive internal and external calls was critical to both customer service and sales, according to Bryan Nelson, owner and innkeeper of The Blacksmith Inn.

"Our desk people need to be able to move around the property but still remain in touch with our existing guests and incoming calls," he explains.

The Inn deployed its first cordless phone system in 2000 at the same time its existing PBX system was installed. This system worked satisfactorily until Nelson installed a wireless network on the property.

"When we added Wi-Fi we found that the network was interfering with our cordless phone system so we started searching for a solution," Nelson says. "We tried a variety of consumer-grade cordless phone systems, but they just didn't have the range and couldn't cover the property."

Out of frustration, Nelson turned to the vendor who installed his PBX system.

"When I called the vendor who installed our PBX system, his proposal was to sell us a solution that would require the installation of repeaters around the property at a cost of \$5,000."

Discouraged by the cost-prohibitive proposal, Nelson began his own research to find a cordless phone solution that would deliver the range, clarity, and reliability required to effectively run his business.

Solution: The EnGenius DuraFon 1X Cordless Business Telephone System

"I did a search for 'long-range cordless phone' and found EnGenius DuraFon 1X and decided to give it a try," Nelson explains. He knew that the DuraFon, operating on the 900 MHz frequency, would be unaffected by the Wi-Fi network.

Nelson was interested in DuraFon's promise of long range, durability and reliability, and its two-way intercom capability, a feature that Nelson's previous system did not have.

"Our property has a lot of nooks and crannies, so the ability for our staff members to move around the property and still be able locate each other immediately using a walkie-talkie function is critical," Nelson states.



Results: A rugged, reliable communication system

The DuraFon system has delivered everything he was looking for in a cordless telephone system: reliability, extended range, clarity, and cost-efficient, according to Nelson.

No matter where staff members are on the property, they can answer internal calls from a guest who needs service or can take incoming calls from the outside. Nelson says that the extreme range of the DuraFon gives him the ability to travel farther away from the base station than he had originally desired.

"I can walk four blocks to the post office, and the phone rings. In fact, I can walk all over our village and still receive my phone calls. When it comes to call clarity, there is no discernible difference between our hardwire PBX extensions of the DuraFon."

"These phones are just plain reliable," Nelson raves. "It's like they were made for the military. It's amazing."

"It's such an easy solution for a small business person who wears a lot of hats and has to cover a lot of ground. It has allowed us to be completely free to move around the property and still conduct business."

5

Enabling Wireless Connectivity Throughout Hundreds of Suites

Cancún, Mexico



Villa del Palmar Cancún is a beachfront five-star luxury resort located near the Cancún International Airport on the pristine beaches of Playa Mujeres.

Built in 2010, Villa del Palmar Cancún has 415 rooms, ranging in size from 534 to 4,652 square feet, in three nine-floor towers.

The property also features four restaurants, five outdoor swimming pools, an extensive spa and fitness facility, seaside golf, boating, and fishing. Plus, it hosts other sea- and land-based activities.

Challenge: Wireless Internet access in all guest suites

In today's connected world, even when guests are on vacation, they demand Internet connectivity.

With wireless connectivity available in only 20% of the hotel property, managing staff members at Villa del Palmar Cancún found themselves addressing a lot of complaints from frustrated guests unable to access the Internet using their laptops and tablets from their suites.

The resort needed a cost-effective solution that would enable them to provide high-speed Internet access to their high-end clientele.

Solution: EnGenius High-Powered Ceiling-Mount Wireless Access Points

Villa del Palmar Cancún found the answer to its problem in the EnGenius EAP150 high-powered, long-range ceiling-mount wireless N150 indoor access point and EAP300 high-powered, long-range ceiling-mount wireless N300 indoor access point.

The resort deployed 250 EAP150 access points and 50 EAP300 access points to provide 100% coverage of all 415 luxury suites. These ceiling-mount models feature simple, smoke detector-like design, blending unobtrusively into room decor.



Results: High-speed Internet access in all guest suites

With the 300 long-range, high-speed EnGenius access points deployed strategically throughout the hotel, guests now have Internet access from every suite on the property. The long range delivered by the EnGenius access points, combined with an industry-leading price-to-performance ratio, made the EnGenius products a cost-effective and easy-to-deploy solution to provide a much-needed service that has become a must-have for today's travelers.

Providing Long-Range Wireless Connectivity in the Big Apple

New Haven, CT

Located near Times Square in New York City, YOTEL New York is a futuristic 669-room hotel focused on delivering a first-class hotel experience at value prices. Automated check-in and a space-aged robot-controlled baggage management system are just two of the many unique features and amenities that increase efficiencies, lower costs, and provide guests with a unique hotel experience.



Challenge: A wireless network infrastructure to support guests' Wi-Fi enabled devices

YOTEL New York sought to provide its eclectic mix of business and leisure travelers with a strong, reliable wireless network that would provide connectivity in every area of the hotel. YOTEL turned to Spot On Networks of New Haven, Connecticut, to design and deploy a complete network infrastructure.

According to Spot On's CEO, Dick Sherwin, the focus on making a robust, reliable wireless network available to guests throughout the property was driven by YOTEL's desire to support the growing variety of Wi-Fi enabled devices now carried by travelers for business and entertainment purposes.

Spot On faced these challenges:

- Deploying a wireless network that offered tiered Internet connectivity to YOTEL's guests with connectivity speeds based on the type of room (premium, first-class, or VIP)
- Providing reliable network coverage in every corner of YOTEL's property
- Accommodating the staff's wireless VoIP phones & remote security monitoring on hand-held tablets
- Differentiating service with content filters in public areas & full access in guest rooms

To provide the fastest Internet connectivity, Spot On built the network infrastructure upon a fiber backhaul, utilizing Gigabit Ethernet switches to create a high-speed foundation for the wireless infrastructure.

Solution: EnGenius EAP9550 and EOR7550 Wireless Access Points



To ensure a wireless network that delivered complete and redundant coverage throughout the YOTEL property, Spot On decided to deploy long-range wireless networking solutions from EnGenius Technologies.

According to Jason D. Hintersteiner, then vice president of Technology at Spot On Networks, the company deployed 140 EnGenius EAP9550 wireless-N 300Mbps access points to provide indoor connectivity and six EOR7550 802.11a/b/g/n outdoor dual radio repeaters to provide access to the outdoor patios and the loading docks.

"We selected the EnGenius products primarily based upon their cost and capabilities," Hintersteiner explains. "We were looking for an 802.11n access point that could handle multiple types of wireless traffic on separate VLANs."

Hintersteiner also stated that they liked the smoke detector design of the EAP9550 because they are inconspicuous. Even though people saw the access points, they didn't realize they were access points. Hintersteiner also explained that the power capabilities of the EnGenius access points are a valuable feature. "We're able to adjust the power and design the networks to provide overlapping coverage, so in any area of the hotel you are able to see at least two access points."



Results: "Super-strength Wi-Fi" throughout the hotel

Spot On's deployment of the network infrastructure and EnGenius wireless access points now provide guests with reliable wireless Internet access throughout the hotel. In fact, YOTEL positions its "Super-Strength Wi-Fi" on the hotel website as one of the hotel's key amenities.

EnGenius EAP9550 access points are now installed in the hallways of all guest room floors, as well as in the amenity and back office areas covering all 669 guest rooms, 20,000 square feet of flexible and dynamic entertainment space, and the largest hotel terrace in the city with fast, reliable Wi-Fi connectivity.

Conquering The Great Outdoors With Outdoor Bridges & Access Points

Anaheim, CA



Anaheim RV Village is a 12-acre RV park located next to the Disneyland Resort in Anaheim, Calif. As the largest RV park in the city, the full-service Anaheim RV Village is a self-contained community that features 293 sites, a lounge/family center, convenience store, playground, pool and spa, laundry facilities, a large barbeque area, an RV wash station, on-site propane, and full hook-up parking for a variety of travel trailers through Class-A RVs.

Challenge: Fast, reliable Wi-Fi access for guests throughout a large RV park

High-speed wireless Internet access for guests is offered as a valued-added amenity differentiating the Anaheim RV Village from other surrounding RV parks. The ability to provide fast speeds and total coverage across the property is critical to keeping guests connected through iPads, laptops, smartphones, and other Wi-Fi enabled devices.

Keith Maxwell, IT consultant for the Anaheim RV Village, says that the existing wireless network infrastructure, which utilized by HP ProCurve access points and a customized box by BlueMesh, didn't provide the reliability, performance, or coverage needed to deliver satisfactory Wi-Fi service for RV park guests. The Wi-Fi signal was unable to penetrate through multiple recreational vehicles, limiting the effective range of the network and leaving guests on the outskirts of the property without wireless access.

The problem was further exacerbated by the fact that the 2.4 GHz spectrum in the resort-saturated area is completely overloaded, so interference issues made it difficult for users to access any wireless network in the area, says Maxwell.

Solution: EnGenius Long-Range Wireless Access Points and Bridges

Maxwell's search for a new wireless network solution led him to EnGenius. "Through my research, I found a wooded RV park that had deployed the EnGenius products and stated they haven't found anything better for penetration strength," says Maxwell.

Maxwell gave the EnGenius products a shot. "The affordable price point allowed me to experiment," Maxwell said. "I was able to purchase four units out of my own pocket and experiment before I sold them to the park."



Maxwell quickly realized the value of the EnGenius access points. "The EnGenius products are by far the most powerful and the best fit device that I've been able to find, even when compared to Colubris, Meraki, and certain Cisco devices."

To ensure maximum coverage throughout the RV park, Maxwell deployed EnGenius' EOA7530 802.11a/b/g dual-radio AP, providing backhaul over the 5 GHz band, and ENH200 business-class outdoor access point to deliver 2.4 GHz Wi-Fi access throughout the RV Village.

Results: A reliable network providing connectivity all RV village guests

The EnGenius wireless network infrastructure deployment delivered reliable, high-performance network access to guests throughout the RV Village.

In addition to the range delivered by the EnGenius solution, Maxwell notes that ability of the products to support a dense user environment and an extreme level of sensitivity makes the access points particularly well-suited to this deployment.

"The EnGenius access points have more memory and seem to be able to handle a more dense amount of traffic than do other commercial offerings," explains Maxwell.

"Because the EnGenius products enable such command over the ability to set a specific dBm, I was able to keep the noise floor of the EnGenius access points at roughly -90 or -95 dBm," said Maxwell. "When using Colubris, Meraki, or BlueMesh products, the noise floor was always at around -60 dBm. You can't operate with that level of interference. As soon as I deployed the EnGenius access points, the noise floor sank and I finally felt like I had signal propagating as opposed to being interfered with. When you consider the cost and the amazing listening ability, these were a great find."

Need More Resources for the Hospitality Market?

[Get stats & info needed](#) to help your hospitality clients stay competitive via wireless capabilities (and boost your own business, too).

About EnGenius

Our Mission

Our mission is to deliver best-in-class voice and data solutions that empower mobility, enhance productivity, and embrace simplicity. We believe connectivity should come with reliability, rich features, and personalized service while maintaining affordability.

Our Company

EnGenius pioneered long-range, high-powered wireless communications and radio frequency (RF) solutions in the early 1990s. Today, that legacy continues through its broad portfolio of business-class networking and telephony solutions. As a leading global manufacturer, EnGenius maintains high control standards over its products and suppliers to ensure customers enjoy top performing solutions with enhanced features at an unmatched value.

Networking Technologies

EnGenius' portfolio of networking solutions includes a comprehensive line of managed and unmanaged wireless solutions, Gigabit switches, and IP-based surveillance systems that deliver long-range connectivity, robust feature sets, and versatility for class-leading price/performance value.

Telephony Technologies

A leader in premise mobility communications, EnGenius' cordless business telephone systems and durable, portable handsets deliver extremely long-range and reliable connectivity outdoors, throughout multi-story buildings and in complex environments.

EnGenius Technologies | 1580 Scenic Ave. Costa Mesa, CA 92626

Email: partners@engeniustech.com | Phone: 888-735-7888 | Website: engeniustech.com

Features and specifications subject to change without notice. Trademarks and registered trademarks are the property of their respective owners. For United States of America: Copyright © 2017 EnGenius Technologies, Inc. All rights reserved. 01/11/18

