



CASE STUDY

# Hospitality Brand





e&'s fully managed and secure Wi-Fi, voice, IPTV and smart TV devices ensure an elevated Wi-Fi and entertainment experience for the guests while streamlining management for the operations team.

## Customer Background

A global hospitality brand offering premium furnished apartments for short-term and long-term rentals to tourists and business has emerged as a fierce competitor to the conventional hotel segment and the Airbnb culture. The brand has made its mark in 11 cities with over 2,000 units comprising 3,300 plus rooms and has a vision to spread its operations even further. The brand emphasises on luxurious accommodation experiences and delivering the highest service levels to the tourists. Providing guests with best-in-class and quality products & technology drives the business model of the lavish hospitality brand.

## Challenges

- ⦿ Keeping up with dynamic guest expectation with an 'always connected' experience through the latest communication and entertainment solutions
- ⦿ Aligning solutions to meet the brand guidelines and global implementations' standards
- ⦿ Maximising the return on investment by maintaining the existing infrastructure through complementing solutions
- ⦿ Excessive pressure on the IT department to monitor global connectivity and gauge network performance in real-time
- ⦿ Lack of proactive management and support by vendors leading to delays and interruption of services





## Challenges

As the tourism industry is growing exponentially, the changing dynamics of guest expectations have become an ongoing challenge for the hospitality sector. Guests are always looking for accommodation options that match their travel needs. As the competition gets aggressive, hospitality service providers are expected to offer quality services that makes them stand out from the rest. Today's guests prefer being 'always-connected'; this compels the hospitality business to have a robust, secure and scalable infrastructure that

supports the ever-growing guests' requirements. For the famous hospitality brand, it was crucial to deploy state-of-the-art devices and solutions for communication and connectivity. The global nature of the brand also poses a challenge for their IT department to monitor all the connectivity needs and get the overall network information in real-time. The hospitality brand wanted to partner with a single, capable managed service provider to handle their complete network including Wi-Fi, IP Telephony and IPTV.

## Solutions

The hospitality brand was looking to revamp their network to meet the demands of the tech-savvy guests and enhance their experience during their stay through various touchpoints for communication and entertainment. The brand wanted to benefit from e&'s industry-leading solutions and end-to-end managed services. Incorporating the best global practices that complement the brand's corporate identity was vital for the project.

e& created a technical design that matched the customer's requirements by considering the site layout, full coverage, ease of operations and the experience to be delivered to the guests. The design was a multifaceted approach towards providing this experience in the best way through resilient connectivity and management of the overall solution.

The solution offered by e& comprised:

- ⦿ A secure managed cloud-based Wi-Fi solution with a reliable high-speed broadband connection
- ⦿ 250+ access points deployed across the sites guarantees dense coverage and high-speed internet to the guests across multiple devices
- ⦿ Guest entertainment utilises IPTV connectivity with premium channels, promotions, sponsored content and brand videos
- ⦿ IP telephony system maintains user profiling through the classification of IP phones into basic and high-end devices. The versatile features take care of the guest and internal communication needs
- ⦿ Integrated back-end infrastructure connects various systems together
- ⦿ 24/7 proactive monitoring by a certified professional team of experts
- ⦿ Service portal for better visibility and reports of the infrastructure





## Benefits

The project delivered significant benefits to the hospitality customer, including:

- ⦿ **Enhanced guest experience:** The revamped wireless, voice and entertainment solutions lets the guests at the property experience premium service
- ⦿ **Business continuity:** With proactive monitoring, downtime is detected and resolved quickly, reducing the service disruption considerably
- ⦿ **Single point of contact:** Onboarding a single managed service provider resulted in streamlining management and efficiently controlling all the end-to-end services
- ⦿ **24/7 support:** This allows all IT concerns to be addressed by an expert team, avoiding any kind of delays

## Technical Details

- ⦿ Managed Wi-Fi
- ⦿ Managed IP Television
- ⦿ Managed Connectivity
- ⦿ Managed IP Telephony