

CASE STUDY



DISCOVERY
PRIMEA

MAKATI, PHILIPPINES



REQUIREMENTS:

Discovery Primea is one of the Philippines' newest hotels for business and corporate guests. Located in the Makati business district of Manila, Discovery Primea delivers first-class comfort and style to its guests, and as part of that offer, the hotel wanted to provide guests with access to business-class Wi-Fi.

SOLUTION:

- Robust Wi-Fi to support guest-facing and corporate IT systems
- Reliable coverage across the entire hotel
- Ability to support demanding internet use, including IPTV (or internet-delivered TV)

SOLUTION:

- Deployed Ruckus ZoneFlex 7055 Access Points and ZoneDirector 3000
- Enabled guests to connect easily, quickly and seamlessly—all over the hotel
- Enabled corporate and concierge applications, such as mobile check-in, via the wireless network
- Supported a superior guest connectivity experience

BENEFITS:

- Seamless, stable Wi-Fi across the whole hotel, including areas such as the lifts
- High rates of customer satisfaction, further contributing to the hotel's reputation

DISCOVERY HOTEL PRIMEA GUESTS GET A WI-FI UPGRADE

The expectations of corporate hotel guests have changed over the last decade. They now expect business-class Wi-Fi not only in their rooms but throughout the entire establishment, so they can work anywhere and in any way they choose.

Given that Discovery Primea was investing the latest wireless technology, the company decided to look for a solution that would enable a number of corporate and concierge applications to run through the wireless network, including database access, food ordering and POS. It was critical these applications had reliable and stable wireless connectivity all the while without causing disruption or interference to guest Wi-Fi experience.

In short, Discovery Primea was looking for a wireless solution that supported its aim to be a fully Wi-Fi enabled hotel.

THE CHALLENGES

Jojo Bisuna, Discovery Primea's Corporate IT Consultant, was well versed in the challenges of installing Wi-Fi into hotels. Using other vendors in different hotels, he had faced guest complaints of dropped signals, interference and slow connections.

Discovery Primea has a number of spaces which are challenging in terms of Wi-Fi coverage. These include six dining spaces, a business centre and meeting rooms. All of these contain furniture which could be considered an obstacle for Wi-Fi signals, as well as people constantly moving around. Other Wi-Fi providers simply could not cope with the challenge.

"In previous installations, other vendors' technology often left us with dead corners or blackspots of Wi-Fi coverage," he commented. "We'd also had user complaints that customers' connections were continually buffering."

THE SOLUTION

Working with reseller MEC Networks, Discovery Primea conducted a trial process for the hotel's Wi-Fi coverage, testing Ruckus Smart Wi-Fi against other vendors, such as Aruba, Cisco and Motorola. It was clear from the results that Ruckus was the standout performer and was the only solution that could meet the hotel's demands for the strength, stability and range of Wi-Fi signals.



"We have three existing hotels deploying Ruckus already, and as long as I am the Discovery chain's corporate IT consultant, I insist that we should continue using Ruckus for all of our future premises ... I have a lot of different vendors approaching me from time to time but I never wanted to switch to other brands—the product quality of Ruckus is simply supreme."

JOJO BISUNA

Discovery Primea, Corporate IT Consultant

As Bisuna commented, "The product quality of Ruckus Smart Wi-Fi was way ahead of the other vendors we tested. Ruckus' products were able to provide strong, reliable and secure coverage across the hotel and that's why we selected Ruckus."

Having appointed Ruckus, Discovery Primea deployed Ruckus ZoneFlex 7055 access points across the hotel. These access points utilised Ruckus SmartMesh Networking technology, which reduces radio frequency planning and costs, as Ethernet wiring was no longer needed to connect to individual access points. Instead, access points were simply plugged into any convenient power source.

Additionally, Ruckus patented BeamFlex, ChannelFly and SpeedFlex™ technologies were essential to winning Discovery Primea as a client. Ruckus BeamFlex monitors the environment and dynamically adjusts the signal to the best performing path, automatically steering around interference and obstacles. Ruckus ChannelFly leverages the patented principals from BeamFlex to learn and select the best RF channel, based on actual realizable capacity and real-time channel activity. Additionally, the SpeedFlex™ tool integrated in the ZoneDirector 3000 controller allows administrators to locally or remotely determine client Wi-Fi performance, in order to better plan, troubleshoot, monitor, and measure WLAN performance.

THE BENEFITS

Since deploying its Ruckus Wireless Solution, Discovery Hotel Primea has already seen the benefits that high quality wireless connectivity offers.

"When guests walk around the hotel, their Wi-Fi connection is seamless and stable anywhere they go. Guests can even receive Wi-Fi signal when they're in areas of the hotel, such as elevators, which are notoriously difficult to provide coverage in. Our fantastic Wi-Fi has certainly contributed to customer satisfaction. The Ruckus solution has solidified Discovery Primea as a leading hotel for business and corporate guests in Manila," continued Bisuna.

Corporate and concierge applications also have less downtime and are more reliable, as they are permanently connected to the wireless network, wherever they are being run from in the hotel.

"I have a lot of different vendors approaching me from time to time but I never wanted to switch to other brands—the product quality of Ruckus is simply supreme," concluded Bisuna.