

ROYAL GARDEN HOTEL

A Royal Wi-Fi experience with RUCKUS

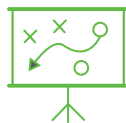


Customer
Royal Garden Hotel

Location
Kensington High Street in London

Royal Garden is a luxury hotel located in the iconic Kensington High Street in London. The hotel has 400 bedrooms with unparalleled views of the London skyline. The Royal Garden is proud of its awesome location in a borough with an array of shops and restaurants to suit every need and within walking distance of three world-class museums, Kensington Palace and adjoining Gardens.

But hotel fame and success are not just about location; they are about being internationally recognised as London's most flexible five-star hotel offering excellent value where distinction in service comes naturally. The hotel staff of 300 employees works hard every day to make guests feel at home, taking care of each detail. Its green policy is constantly exploring new sustainable opportunities to reduce carbon footprint. All of this makes the Royal Garden Hotel the perfect choice for enjoying your business or pleasure stay.



Requirements	Solution	Key outcomes
<ul style="list-style-type: none"> · Improve operational efficiency · Provide guests with the same technology experience they have at home · Create a stable and future-ready wireless network · Allow network performance control and management to gain visibility 	<ul style="list-style-type: none"> · 400 RUCKUS® indoor and outdoor Wi-Fi 6 access points (APs) · Virtual SmartZone™ controller 3.0 · 30 RUCKUS ICX® ICX7150-48PF switches · RUCKUS Analytics™ 	<ul style="list-style-type: none"> · Elevated guest experience · Improved operational efficiency · Optimised property performance · Flexible, future-proof Wi-Fi network



Challenges

Optimal connectivity is crucial for supporting hospitality operations, new applications, and international pleasure and business guests' needs with multiple devices per person. The original Wi-Fi and switching hotel equipment was reaching end of life. Unfortunately, the previous equipment started being unable to support the increasing number of concurrent sessions and devices—causing blackspots, a lack of resilience, and a lack of tools for monitoring and reporting. To avoid the blackspots, the hotel had to free up IP addresses, usually meaning the staff had to stop connecting so the hotel could cover guests' Wi-Fi access.

Engineers were struggling with the network signal in a large building like this—with an extensive use of concrete and steel causing lack of signal.

The old network equipment was unable to provide Chromecast support to the TV guestrooms, and this feature is a gold asset for travellers who want to feel at home streaming their content and enjoying their services like Netflix, Amazon Prime Video, and Disney+, so it was time for a big change.

Solution

The new 10 GB wireless technology is based on RUCKUS solutions that provide everything needed to modernise the hotel network: performance, scalability, reliability, security, management and control—giving support to back-of-house operational services like staff phone system, the PDQs and point-of-sale terminals at reception, restaurants and bars, as well as the front-of-house and guest areas needed to provide fast internet coverage for events and guest rooms.

The new network is based on indoor and outdoor APs that ensure the most reliable connectivity covering the 10 floors up, three floors down (mainly back-of-house services), six event rooms, two restaurants, one bar, a reception area and ball rooms being able to support up to 1,400 guests in total.

All RUCKUS APs are based on patented RF technologies. These antenna and channel optimisation technologies address Wi-Fi signals by choosing the best performing paths and channels, which is especially important in historic and large buildings like the Royal Garden Hotel.

Monitoring the APs is the virtual

RUCKUS SmartZone—a scalable and versatile WLAN controller designed to run in a private cloud deployment managed by Fairland Consulting.

Project-managing the rollout, in a live hotel with many guests, meant the Fairland team had to work very closely with the back-of-house hotel staff to ensure they were “invisible” to the guests, while still providing active IT and Wi-Fi services to the hotel. Fairland ensured their Wi-Fi installation engineers accessed and replaced the old APs (which were hidden in ceilings and cupboards), leaving the guest areas in an untouched condition to ensure there was no trace for any residents to notice.

The combination of RUCKUS ICX switches and Wi-Fi APs delivers a powerful and stable network connection. The ICX new edge switches provide flexible scalability and make the network setup and management easier. They are equipped with power over Ethernet (PoE), which makes it easier to locate RUCKUS APs anywhere without the added expense and disruption of running additional cabling. ICX switches work seamlessly with the SmartZone network controller to deliver the best performance and a cost-effective unified wired and wireless Royal Garden network.

The hotel's focus on providing its guests with a best-in-class experience required the RUCKUS Analytics service, a powerful detailed client troubleshooting tool that:

- Reduces IT operations OPEX
- Helps IT teams improve the user experience
- Provides comprehensive visibility into network operations.
- Gives the IT team a proactive position to any problems that may arise



The project was successfully completed in one month thanks to an amazing team effort between Fairland Consulting and RUCKUS Networks.

“Since we focus on the hospitality sector and work with several high-end customers, it’s very important that we choose the right supplier to ensure a good overall experience and service for our customers.”

Fairland specialises in working with high-end hospitality clients, and their engineers are all respectful that the guest experience is of prime importance and that IT uptime is crucial to the smooth running of the hotel.

Elevated guest experience

RUCKUS Analytics was added to the project because it now gives the Royal Garden Hotel full network visibility into network operations. As a result, Fairland Consulting and the hotel IT team are now able to act proactively to prevent network incidents and service disruptions. This allows hotel staff to concentrate on what they do best: delivering a superior guest experience.

“RUCKUS Analytics not only helps us to increase operation efficiency but also helps measure the guest user experience. We host a lot of

bespoke events and functions at the hotel, with very specific connectivity requirements. RUCKUS Analytics provides the hotel with reports after, where we can review any issues that may have arisen.

This is invaluable when you operate a busy hotel like Royal Garden Hotel.”

With RUCKUS, guests of the Royal Garden Hotel now enjoy fast speeds, comprehensive coverage, and a personalised experience. The Wi-Fi network now supports a secure and easy in-room entertainment solution with Chromecast support, which allows guests to stream preferred media content easily and securely from their mobile devices onto the in-room TVs, just like at home. Guests choose what they want to watch on popular apps such as Netflix, Hulu, Disney+, Spotify, Amazon, YouTube and many more.

Improved operational efficiency

Strong, reliable connectivity ensures uninterrupted network availability at the Royal Garden Hotel to optimise the performance of hotel systems and improve operational efficiency.

Food-and-beverage orders can now be done with tablets rather than

traditional pen and paper, saving the events team a lot of time. The conference and events door locking system has been migrated to NFC technology, providing secure, fast and high-quality connectivity to host top events organised by big companies or sports clubs, among others, that demand private networks.

Safety and security in the building have also been improved. A new fire alarm, replacing the old one with pagers, has been implemented running on the new Wi-Fi.

Optimised property performance

The network coverage and the large concurrent number of accesses are no longer a challenge for the engineers and, thanks to the full visibility of the entire network provided by RUCKUS Analytics, they act proactively to avoid network incidents and service disruption while focusing on their core tasks.

Since the new RUCKUS solutions deployment, there have been zero customer complaints and dissatisfaction comments about Wi-Fi access or navigation quality in the booking portals, resulting in excellent overall customer satisfaction scoring in all of them—which results in increased booking and occupancy rates.

Flexible, future-proof Wi-Fi network

The RUCKUS solution makes it easy for the Royal Garden Hotel to add new services and applications in the future, and is designed to support current and future standards, protocols and technology.

Looking ahead, the Royal Garden plans to implement new services like mobile check-in and mobile room keys to eliminate plastic cards, according to its sustainable policy.



About RUCKUS Networks

RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business—a loyal companion ready to help get the job done whatever it takes. RUCKUS Networks is backed by the corporate resources of CommScope, which powers many of the world's most advanced networks.

www.ruckusnetworks.com

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