



CASE STUDY HOSPITALITY

OVERVIEW

Situated in the most desirable locations across Israel, Dan Hotels' 14 properties, with a total of over 3,500 rooms, have been rated as First and Tourist Class hotels by the Ministry of Tourism of the Government of Israel.



REQUIREMENTS

- Prevent outsiders and unauthorized guests from accessing the hotel's wireless network
- Manage the bandwidth of individual guests to maintain network service quality
- Method for easily generating Wi-Fi access accounts when requested by guests
- Support for management of a large number of simultaneous online users at each of its fourteen properties
- Vendor-agnostic equipment to be integrated with existing network elements

SOLUTION

The following were deployed across all 14 of Dan Hotels' properties:

- **HSG3250** Wireless LAN Controller
- **WTG** (SDS200W & PRT100) Hotspot Ticketing System

BENEFITS

- Web-based user authentication supporting all types of mobile devices
- Customized Dan Hotel Wi-Fi login page
- Separate authentication databases and policies for employee and guest accounts
- Quick account generation and ticket printing with the Hotspot Ticketing System
- Multiple-tiered network access for guests with varying usage needs
- Extensive logging and reporting features for security and troubleshooting purposes

MASSAGES, BEACHES, & WI-FI

As one of Israel's most luxurious hotel chains, Dan Hotels has received prestigious awards over the years from reputable travel sites such as Fodor's and TripAdvisor for providing excellent service and impeccable quality to its guests. According to one guest who stayed at the Dan Hotels' Tel Aviv location, "Dan Tel Aviv can be compared to the Waldorf Astoria (although it is much smaller). It is an old classic with the finest amenities and services. The executive room with the sea view is spectacular."

Given the rapid growth of Wi-Fi enabled devices such as smartphones and tablets, and the increasing demand by tourists and business travelers to connect to the Internet at all times, Dan Hotels recognized that providing Wi-Fi was becoming a necessity rather than a luxury. From any location of the property, guests needed connectivity to check e-mails, upload photos to Facebook, or make uninterrupted Skype calls. Not only would it be difficult for traditional wired Ethernet to satisfy these requirements, but the costs incurred would also be extremely hefty. As a result, Dan Hotels management elected to deploy Wi-Fi across all fourteen of its properties.

There were a couple of obstacles that the team at Dan Hotels faced. First, unauthorized access of the wireless network needed to be prevented, in order to guarantee that outside passersby did not affect the network quality for the hotel's own guests. Furthermore, the bandwidth of individual users had to be controlled to ensure that individual guests did not consume the entire network bandwidth. Given the size of each of Dan Hotels' properties, the network would need to enforce these policies simultaneously for a large number of users. Finally, the hotel staff required an easy and quick method for both generating a Wi-Fi account, and communicating the account credentials to the guests.

After evaluating several vendors, Dan Hotels decided that 4ipnet HSG3200 Wireless LAN Controller with WTG (SDS200W & PRT100) Hotspot Ticketing System was best suited for overcoming these obstacles. The HSG3200 is an ideal management solution for medium-sized wireless network deployments, integrating user authentication, bandwidth management, guest Wi-Fi, and flexible accounting & billing, all in one single box. At the same time, the WTG is a printer-keypad combination that, when deployed with the HSG3200, allows account generation and printing of Wi-Fi login credentials at the touch of a button.

After deploying the HSG3200 and WTG combination across all fourteen properties, Dan Hotels realized that 4ipnet's solution had much more to offer. Supporting multiple billing plans, the system could easily be configured to provide different levels of Wi-Fi service based on price. For example, the hotel could offer a paid, premium Wi-Fi account with larger bandwidth for guests using data-intensive applications such as video streaming. Furthermore, by utilizing role-based policies, hotel IT personnel could assign employees and guests different access rights. Lastly, the extensive logging and reporting features provided by the HSG3200 allowed the hotel to detect, record, and prevent malicious activity over its network.

With the solution provided by 4ipnet, Dan Hotels not only met their initial expectations but exceeded them, and as a result was able to satisfy the needs of both the hotel IT staff and the guests. In a time when mobility is becoming ever more pervasive, Dan Hotels continues to maintain its reputation as a top-notch luxury hotel chain in Israel by providing reliable and uninterrupted Wi-Fi access.