

Case Study

TP-Link Greatly Improves Guest Experience at Texas Hotels with Rock Solid High-Speed Wi-Fi Solution

“We found TP-Link’s new EAP series access points and tested to confirm our requirements. We liked their build quality and signal coverage.” **–wire2wifi®**

COMPANY

TP-Link was able to help one of the world’s largest budget hotel chains, operating in the United States, Canada and China. The chain was founded in 1974 in Aberdeen, South Dakota, and became iconic thanks to its unique look—a stucco exterior in the English Tudor style. By 1978, the hotel chain had expanded beyond the Midwest, with properties from New York to Washington. The company built its 100th motel in 1981 and its 1,000th in 1993. Today, it has more than 2,000 locations worldwide.

PROBLEM

Replace existing, unsatisfactory Wi-Fi solution with a new solution that provides guests with reliable high-speed Wi-Fi and the tools to remotely monitor and manage multiple properties from a central location without recurring fees or support contracts.

SOLUTION

Wire2wifi implemented new, custom Wi-Fi solutions at each hotel property, as well as free software-based management it can use from a central location, using the following TP-Link business products:

- EAP330 access points
- ER6120 router
- Auranet software controller
- T1600G-28PS PoE switch

RESULT

- Guest satisfaction is significantly improved thanks to reliable high-speed Wi-Fi now available at each location
- Owners of each property enjoy peace of mind because their network is now actively managed 24/7 by trained wire2wifi staff
- Wire2wifi was able to deploy solutions customized to each location’s needs thanks to TP-Link’s broad product portfolio

Full Case Study

“After too many connection and stability issues with competitor access points, we were in search of reliable, cost effective, future-proof products with strong support.” –**wire2wifi**®

PROBLEM

After a clean and safe room, strong Wi-Fi performance is now the most important service a hotel can offer its guests. A poor guest experience with Wi-Fi can significantly impact repeat business at a hotel, and possibly the entire chain that hotel belongs to.

Multiple locations of a popular hotel chain in Texas were experiencing issues with a slow and unreliable Wi-Fi network, leading to customer dissatisfaction and complaints. They all needed a new solution for providing their guests with reliable high-speed Wi-Fi.

In addition, the owners of these properties desired the peace of mind that comes from having the tools that allow their network to be remotely monitored and managed from a centralized location, without recurring fees or support contracts.

Adding to the difficulty of implementing a new networking solution, each property had different needs in regard to upgrading their existing networks. Any new solution would have to be flexible enough to allow customization from location to location.

Wire2wifi stepped in to help these Texas hotel properties. Wire2wifi is an MSP (Managed Service Provider) that specializes in providing industry leading Wi-Fi service and support to the hospitality industry in the Southwest. The company provides 24/7 U.S.-based guest support and proactive network monitoring, as well as complete network design and equipment installation services.

SOLUTION

“After too many connection and stability issues with competitor access points, we were in search of reliable, cost effective, future-proof products with strong support.” –**wire2wifi**

In its search for a new manufacturer, Wire2wifi discovered TP-Link’s new EAP series, which includes the EAP330 access point. The company tested TP-Link’s access point series and “liked its build quality and signal coverage.”

In addition to the EAP330, TP-Link also offers a broad portfolio of business wireless products, including the ER1620 router and a variety of PoE switches, such as the T1600G-28PS. In selecting TP-Link as the manufacturer for its Texas hotel deployment, Wire2wifi gained access to everything it needed to deploy customized networking solutions at each individual property.

Beyond its hardware, TP-Link’s Auranet software controller enables free centralized management of its business networks, allowing Wire2wifi to manage multiple locations on the same controller. And since the controller is web-based, the company can access and manage properties from anywhere as needed. Auranet also makes it easy for Wire2Wifi to manage each hotel individually, a key factor in its choice of solutions.

By choosing TP-Link as a networking solution, end users enjoy the benefits of working with a global leader in Wi-Fi networking, which include quality products sold at highly competitive prices. TP-Link is also a vertically integrated manufacturer, drastically improving its ability to enforce strict quality standards from design to manufacturing to testing of its products.

Specifics of Huntsville Super 8 Deployment:

- Property: 50-room, 2-story hotel
- Router: ER6120 (Dual WAN VPN Router)
- Switch: T1600-28PS (24-Port PoE+ Switch with 4 SFP Ports)
- Access Points: 12 EAP330s (AC1900 Wireless Dual Band Gigabit Ceiling Mount Access Point)
- Controller: Auranet Free Software Controller

RESULT

After deploying customized networking solutions at each hotel property using TP-Link’s products, Wire2wifi received immediate praise from each hotel’s owner.

The owners noted that guest satisfaction with their hotels’ Wi-Fi had improved dramatically, both in their rooms and throughout the common areas of the hotels. Guests were satisfied both with the reliability of the wireless network and with its speed.

In addition, the owners of each hotel noted that Wire2wifi’s new solution had improved their peace of mind, as their networks are now managed remotely 24/7 by Wire2wifi’s trained staff through TP-Link’s Auranet software. The owners were also pleased to be saving money thanks to Auranet being a no-cost software controller solution.

For Wire2wifi, the deployment of their networking solutions was made significantly easier thanks to TP-Link’s broad portfolio of business products. The MSP was able to fully customize the networking solution at each hotel property, all while keeping the overall cost of each unique solution affordable.