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# HOSPITALITY SOLUTION BACKGROUND

Wi-Fi is air . It's not an overstatement; it's reality. In an age of smartphones and tablets, guests expect a strong, stable wireless network as part of the experience. In fact, the ability to offer convenient connections makes a significant impact on customer satisfaction and reviews. TP-Link Business Wi-Fi Solutions allow hospitality firms to build reliable, cost-effective wireless networks that drive progress and keep guests coming back for another stay.

## ❯ REQUIREMENTS

### Performance
Deliver a robust wired and wireless network to both customers and staff

### Coverage
Transmit Wi-Fi that covers all rooms and outdoor areas to ensure a positive guest experience

### Authentication
Require access authentication to control which clients can connectto ensure a positive guest experience

### Promotion
Offer advertisement and promotional content to connected clients

### Management
Transmit Wi-Fi that covers all rooms and outdoor areas to ensure a positive guest experience

## ❯ BENEFITS

### Coverage
Access Point designs include ceiling, wall and pole-mount installation to provide Wi-Fi coverage wherever you need it.

### Promotion
Captive Portal authentication allows administrators to display promotion information while securing network access for guests.

### Management
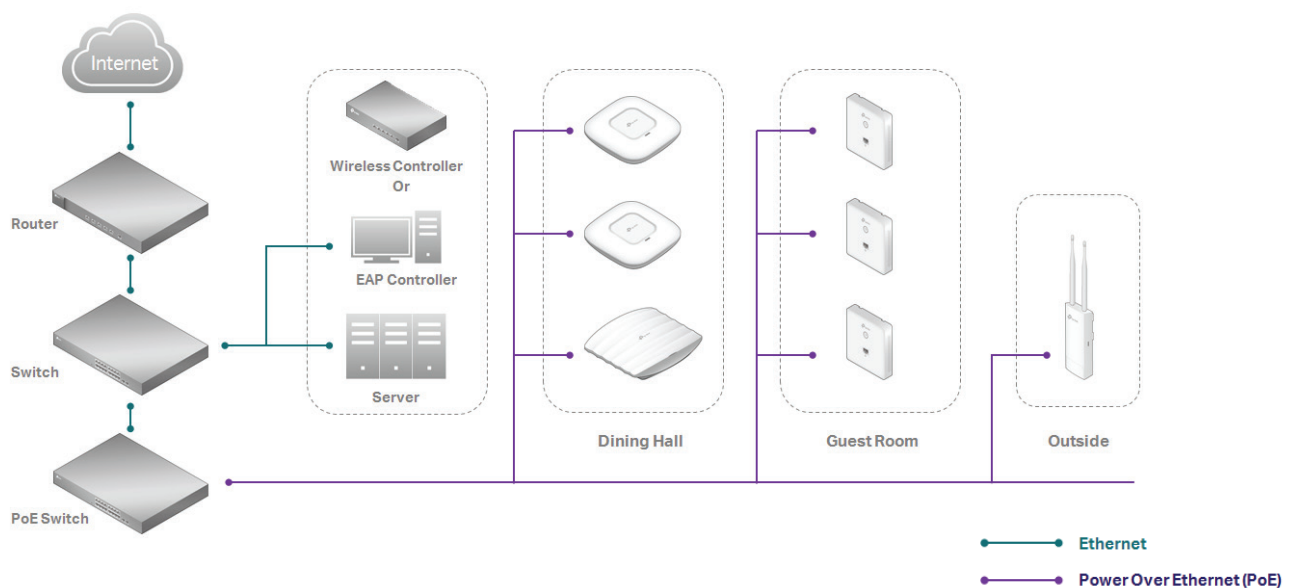The free, easy-to-use Controller Software and secure Wireless Controller make for easy configuration and monitoring.

### Security
Business-class routers and switches use access control and load balance features to ensure a secure, reliable connection.

### Deployment
PoE support provides total flexibility, eliminating the need for additional electrical power supply cables.

## ❯ TOPOLOGY

# RECOMMENDED PRODUCTS



| High-Performance/ Medium-Sized Business | | |
|---|---|---|
| Router | TL-ER6120<br>Gigabit Load Balance Broadband Router | |
| Managed Switch | T3700G-28TQ<br>JetStream 28-Port Gigabit Stackable L3 Managed Switch | |
| PoE Switch | T2600G-28MPS<br>JetStream 24-Port Gigabit L2 Managed PoE+ Switch with 4 SFP Slots | |
| Software Managed/ Hardware Managed Access Point | EAP330/EAP320<br>AC1900/AC1200 | CAP1750<br>AC1750 Dual Band |
| | EAP330/EAP320<br>AC1900/AC1200 | CAP300-Wall<br>300Mbps Wall-Plate |
| | EAP110-Outdoor<br>300Mbps Outdoor | CAP300-Outdoor<br>300Mbps Outdoor |
| | Omada Controller<br>Free Controller Software | AC500<br>Wireless Controller |

| Cost-Effective/ Small-Sized Business | | |
|---|---|---|
| Router | TL-R480T+<br>Load Balance Broadband Router | |
| PoE Switch | T1600G-28PS<br>JetStream 24-Port Gigabit Smart PoE+ Switch with 4 SFP Slots | |
| Software Managed/ Hardware Managed Access Point | EAP245/EAP225<br>AC1750/AC1200 | CAP300<br>300Mbps Ceiling Mount |
| | EAP115-Wall<br>300Mbps Wall-Plate | CAP300-Wall<br>300Mbps Wall-Plate |
| | EAP110-Outdoor<br>300Mbps Outdoor | CAP300-Outdoor<br>300Mbps Outdoor |
| | Omada Controller<br>Free Controller Software | AC50<br>Wireless Controller |

# IMPROVING GUEST SATISFACTION AND LOYALTY WITH GREAT WI-FI AT CROWN PLAZA, ABU DHABI

## SOLUTION

With the growing reliance on smartphones for everyday activities, WiFi has the power to play an important role in the average customer's experience. When a hotel offers free WiFi, guests are able to explore, discover, and enjoy their experience at the hotel. TP-Link's Auranet WiFi Solution allows you to create a modern and compelling in-store experience for all your customers. To address these challenges and provide a robust WiFi connectivity solution for Crowne Plaza , the TP-Link technical implementation team recommended that the hotel implements EAP115-Wall series for indoor and EAP320 array for the outdoor and EAP software controller.

That's when the Crowne Plaza decided to deploy seamless WiFi solution with TP-Link. Working with Visiontech Professional Services to choose the right solution, the Crowne Plazas Hotel IT team looked at various enterprise WiFi solutions before choosing TP-Link. Visiontech

Specifications are subject to change without notice. recognized the challenges of integrating 21st century technology into a building that first opened its doors for business, "TP-Link Auranet with the necessary technology to provide not only software managed WiFi, but additional business critical unique selling propositions, such as integration with external captive portals and marketable applications that ensured The Crowne Plaza maintains contact with its clientele during and after their stay.



EAP 115 Wall Plate (Source: TP-Link)

## Customer Profile
Customer Name: Crown Plaza
Industry: Hospitality
Location: Abu Dhabi, UAE
Year of Project: 2017

## BACKGROUND

Situated in Abu Dhabi's central business district, this 5-star hotel offers spacious rooms with panoramic city views, just a 12-minute walk from the Corniche. Facilities include an 18 m rooftop pool.

The Crowne Plaza Abu Dhabi is located only 1.5 km from Marina Mall and is 4 km from the Abu Dhabi Mall. A public beach is situated one km away. The hotel offers 24-hour front desk service and free on-site private parking.

## CHALLENGE

Initially, the Crowne Plaza was using another vendor to offer guest WiFi access, but they quickly found that the solution they had implemented didn't meet some of their critical and basic needs. Specifically, the solution needed to offer wireless monitoring and control to comply with the wireless management.

## BUSINESS RESULTS

The intuitive centralized management platform has made the process even easier to make configuration in batches for all the EAP devices at Crowne Plaza . Most important it's 100% free of charge. The intuitive user interface allows the hotel's personnel to quickly configure and monitor the entire network, making comprehensive management as efficient as possible. Crowne Plaza, staff and customers are extremely satisfied with the TP-Link WiFi solution, as well as management features that allow IT administrators to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This has been made possible through the free Auranet controller software, which helped administrators to specifically manage the Crowne Plaza  Wi-Fi network.

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# TP-LINK HELPS BALSHARAF GROUP BUILD A RELIABLE AND EFFICIENT NETWORK

## Customer Profile

Customer Name: Balsharaf Group

Capacity: 300+
Industry: Hospitality
Location: Riyadh, KSA
Year of Project: 2017

## BACKGROUND

Balsharaf Group is a diversified company operating in four related and mutually supporting areas mainly retailing, distribution, production, and logistics. The ambition of the group is to be a leading manufacturer, distributor, and retailer of fast moving consumer goods (FMCG) in the Middle East and North Africa (MENA) market. Balsharaf has a 50 year history in the Kingdom of Saudi Arabia.

Founded in 1955 from a small grocery store in Makkah, Balsharaf today operates a chain of food stores in the Riyadh area, distribution to 16,000 retail outlets across the Kingdom, manufacturing in Saudi Arabia, Egypt and India, and significant

market shares as agent for international brands, private labels, and its own brands.

## CHALLENGE

With the increased adoption and penetration of the Internet, people want to enjoy Wi-Fi services every time they go shopping. In fact, end users will prefer to shop from retail stores which can offer excellent in-store customer experiences and great Wi-Fi services.

As a result of its growing business in Saudi Arabia and the Gulf market, Balsharaf Group was in need of reliable Wi-Fi solutions for 32 villas in Riyadh which include both of indoor and outdoor. The solution that the company wanted would have to provide access to more than 300 users who will connect to the internet all at the same time.
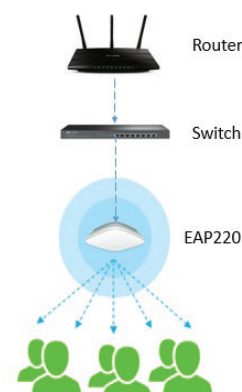
As part of the project Balsharaf Group needed a captive portal authentication for each user, as they have residents and visitors coming to the villas compound, prompting the compound management team to require a central management Wi-Fi solution for all the 32 villas in the complex. After looking at solutions in the market, Balsharaf Group selected TP-Link EAP220 can offer stability solution to them. The EAP 220 "ceiling lamp" appearance and easy mounting design with chassis make it easy to be integrated seamlessly into any wall or ceiling surface to blend in with most interior decorations. EAP series access points (APs) support Power over Ethernet (PoE) to make deployment effortless and flexible.

As these 32 villas are separated and they need to be centrally managed, which was a challenge for the TP-Link implementation team. The challenge stems from the fact that in some villa, visitors will have to be offered access control and bandwidth limitation only for guests, while at the same time, allocate access to residents using a different VLAN.

## SOLUTION

Management at the 32 villas for Balsharaf Group needed to deploy a new wireless networking solution that could meet the following demands:

Capacity – Wireless network should provide sufficient bandwidth

Router

Switch

EAP220

As these 32 villas are separated and they need to be centrally managed, which was a challenge for the TP-Link implementation team. The challenge stems from the fact that in some villa, visitors will have to be offered access control and bandwidth limitation only for guests, while at the same time, allocate access to residents using a different VLAN.

to all employees living at the campus

Coverage – The wireless network must provide coverage for the entire accommodation and walls should not prevent the penetration of the signal.

Reliability - The wireless connection must be stable and reliable

Cost-effective devices– Over 79 devices have to be installed on the location, therefore even small savings for each device would help to keep the costs low.

Centralised Management – Network management must be intuitive and efficient, allowing network administrators to easily manage and monitor the entire wireless network.

In order to offer full solution for them, TP-Link offer 79pcs EAP220 and 2pcs CPE510. As they need Wi-Fi from main tower, the distance is more than 200 meters, so we offer CPE510 for Outdoor Wi-Fi solution. For indoor Wi-Fi, they need dual band for both residence and visitors at the same time, then we offer EAP220 to them.

Hotel guests are extremely happy to browse over a very fast 802.11ac Wi-Fi network to enjoy internet-based entertainment, such as HD movies, games and video chats, without compromising Wi-Fi stability or security.

In addition, the TP-Link Wi-Fi solution, as well as management features that allow the administrator to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This was all performed through the free Auranet controller software, which helped administrators to specifically manage the Villas' Wi-Fi network.

Residents and visitors are extremely happy to browse over a very fast 802.11ac Wi-Fi network to enjoy internet-based entertainment, such as HD movies, games and video chats, without compromising Wi-Fi stability or security. The IT Manager added that the TP-Link products meet Balsharaf Group's needs very well.

# BUSINESS RESULTS

Given that Balsharaf Group had already deployed 79 units of EAP220 and 2 units of CPE510 in the Riyadh villas, the entire compound is now able to offer reliable Wi-Fi and Internet access to resident and guests.

Balsharaf Group's residents and visitors at all its 32 villas are extremely satisfied with the TP-Link Wi-Fi solution, as well as management features that allow the administrator to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This was all performed through the free Auranet controller software, which helped IT administrators to specifically manage the hotel's Wi-Fi network.

# BIN MAJID BEACH RESORT CHOOSES INDUSTRY-LEADER TP-LINK FOR WIRELESS SERVICE DEPLOYMENTS

## CHALLENGE

The 800 meters private beach area required capacity for more 400 users accessing the network for Internet and local network. TP-LINK recommended the EAP 225 for indoor and EAP110 outdoor for outdoor to be implemented to resolve Bin Majid Beach Resort's wireless network challenges for its business and leisure travelers.

## SOLUTION

To address these challenges and provide a robust WiFi connectivity solution for Bin Majid Beach Resort, the TP-Link technical implementation team recommended that the hotel implements 85 EAP225 units for indoor and 37 EAP110 units for the outdoor.

EAP 225 and EAP 110 Outdoor (Source: TP-Link)

### Customer Profile

Customer Name: Bin Majid Beach Resort
Capacity: 1000
Industry: Hospitality
Location: Ras Al Khaimah, UAE
Year of Project: 2017

## BACKGROUND

Bin Majid Hotels & Resorts is a leading hotel chain in the United Arab Emirates. The group's properties are located from Abu Dhabi to the Northern Emirates, and enjoy magnificent locations in popular destinations providing premium hospitality services and creating unforgettable experience for both business and leisure travelers. A commitment to superior quality service and guaranteed customer satisfaction make Bin Majid Hotels & Resorts one of the leading professional services companies in the region. Every care is taken to create a relaxing and stress-free stay at the 4-star Bin Majid Beach Resort in Ras Al Khaimah. This modern beach hotel in Ras Al Khaimah is the perfect accommodation for business and leisure travelers. The 173 chalets and cabanas at the Bin Majid Beach Resort are all elegantly and tastefully decorated, tucked away to afford the privacy and tranquility you seek in a beachfront hotel, which has an 800 meters private beach.

## BUSINESS RESULTS

The intuitive centralized management platform has made the process even easier to make configuration in batches for all the EAP devices. Since the EAP Controller software is included with EAP Series devices, there are no additional costs or annual fees. The intuitive user interface allows hotel's personnel to quickly configure and monitor the entire network, making comprehensive management as efficient as possible. Bin Majid Beach Resort management, staff and customers are extremely satisfied with the TP-Link WiFi solution, as well as management features that allow IT administrators to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This has been made possible through the free Auranet controller software, which helped administrators to specifically manage the Bin Majid Beach Resort's Wi-Fi network. Hotel guests are extremely happy to browse over a very fast 802.11ac Wi-Fi network to enjoy internet-based entertainment, such as HD movies, games and video chats, without compromising WiFi stability or network security.

# TP-LINK PROVIDES WIRELESS COVERAGE TO THE STAFF ACCOMMODATION



## Customer Profile

Customer Name: Ilyas & Mustafa GALADARI GROUP
Capacity: 2000+
Industry: Dubai, United Arab Emirates

## CHALLENGE

Staff Accommodation for Galadari Group Employees is in Dubai Silicon Oasis. Sandras building was selected with spacious 128 rooms to accommodate over 400 employees. Each staff member owns more than one wireless device. This trend posed significant challenges in terms of providing Wireless connectivity and bandwidth to more than 2000 devices. Additionally, adding enterprise level security to the current challenging situation, management had to avoid the overhead of managing and monitoring 120 access points with use of Multiple SSID's.

Staff accommodation management needed to deploy a new wireless networking solution that could meet the following demands: Capacity , Coverage , Reliability ,Cost-effective devices, and Centralized Management – Network management must be intuitive and efficient, allowing network administrators to easily manage and monitor the entire wireless network.

## SOLUTION

To address these challenges, accommodation management cooperated with NGS technology to provide solution by TP-Link. In total 128 units of EAP 120 ceiling mount access points were installed at a campus.

## Reliable Wireless Performance and Coverage

The integrated Qualcomm Atheros chipset allows the EAP120 to provide reliable wireless connections and expansive wireless coverage. Although over a hundred rooms are located at a campus, access points provide strong connection that can penetrate through walls easily due to high-quality hardware.

## Rapid Deployment

The EAP's easy-mount design makes hardware deployment quick and efficient.

## Cost-effective solution

With excellent cost control, TP-LINK's solution provides outstanding performance at a reasonable price. Thus TP-Link offers the lowest price among all the vendors.

## Intuitive Centralized Management Platform

Our EAP controller Software is included with EAP Series devices, there are no additional costs or annual fees. The intuitive user interface allows management to quickly configure and monitor the entire network, making comprehensive management as efficient as possible.



## BUSINESS RESULTS

Since deployment, the EAPs have performed well without any issues. The strong and stable Wi-Fi coverage throughout the entire accommodation facilitated employees to use office emails at campus and access other networks, as well as connecting to their families across the globe.

TP-LINK's EAP Solution provides the reliable, high-performance wireless network to the Staff Accommodation. The centralized Wi-Fi management platform allows the staff to effortlessly manage and monitor the entire wireless network with great efficiency.

# RAMADA HOTEL & SUITES CHOOSES INDUSTRY LEADER TP-LINK FOR WIRELESS SERVICE DEPLOYMENTS



## Customer Profile

Customer Name: Ramada Hotel & Suites
Industry: Hospitality
Location: Ajman, UAE
Year of Project: 2017

## BACKGROUND

Ramada Hotel and Suites Ajman is located on Sheikh Khalifa Bin Zayed Street, in the centre of the main city of Ajman. With 388 rooms, it offers studio rooms as well as one bedroom and two bedroom suites. Providing a warm, welcoming retreat, the hotel is the ideal place to conduct business or perfect base to organise excursions to the UAE's many attractions.

## CHALLENGE

Prior to working with TP-Link, Ramada Hotel and Suites Ajman experienced several ongoing issues with its old wireless network including loss of network signal, weak signal or disconnection, strained network capacity, inefficient network management, and the mismatch between the industrial design of the wireless access points and the design of the hotel. After evaluation and assessing the whole set-up, Ramada Hotel and Suites Ajman realised it was time to implement a new wireless network.

The hotel's main challenge was the thick concrete walls used to partition its rooms. This inability presented a problem to install dedicated access points in every room, since the management preferred access points only in corridors and need to cover studio rooms as well as one bedroom and two bedroom suites. This presented several difficulties, including signal penetration and strength at each and every corner of the hotel, as well as load balancing of clients between the access points to ensure that no client is dropped or lost when connected to the network.

## SOLUTION

To address these challenges and provide a robust WiFi signal in all rooms for all guests, Ramada Hotel and Suites Ajman management sought to deploy a wireless network that had to fulfil the following demands in terms of coverage, capacity, reliability and centralised management. To address these challenges and provide a robust WiFi solution for the hotel, the TP-Link technical team performed a wireless survey, wireless heat map and the POC for three weeks. It was concluded that the Ramada Hotel and Suites Ajman could provide seamless wireless coverage for all the guest rooms and facilities using 170 units of Ceiling Mount Access Points EAP 225 inside the rooms and keep the AP's only in the corridors. The AC1200 Wireless Dual Band Gigabit Ceiling Mount Access Point EAP225 offers simultaneous 300Mbps on 2.4GHz and 867Mbps on 5GHz totals 1200Mbps Wi-Fi speeds, Free EAP Controller Software which lets administrators easily manage hundreds of EAPs and supports power over Ethernet (802.3af) for convenient and affordable installation. In addition, the captive portal provides a convenient method for guest authentication, while band Steering Automatically moves dual band devices onto the wider 5GHz band for faster connections.



EAP 225 (Source: TP-Link)

## BUSINESS RESULTS

The Ramada Hotel and Suites Ajman Hotel Management and customers were extremely satisfied with the TP-Link WiFi solution, as well as management features that allow IT administrators to centrally manage the network, generate temporary guest tokens, load balance the clients and limit access rights. This was all performed through the free Auranet Controller Software, which helped administrators to specifically manage the hotel's WiFi network. Hotel guests are extremely happy to browse over a very fast 802.11ac WiFi network to enjoy Internet-based entertainment, such as HD movies, games and video chats, without compromising WiFi stability or security.