



TP-LINK PROVIDES WIRELESS COVERAGE FOR FINE DINING CHINESE RESTAURANT IN DUBAI, TANG PALACE

CUSTOMER PROFILE

Customer Name: Tang Palace

Capacity: 600 customers at the same time

Industry: Restaurant

Location: Jumeirah 1, Dubai, United Arab Emirates

BACKGROUND

Tang Palace Restaurant is authentic Chinese fine dining emphasizing on traditional Chinese décor and hospitality. The experience at Tang Palace is taken a step further to guide guests to a whole new world of Chinese dining culture and history. The interior of the restaurant is themed with Terracotta Warrior statues from the Qin Necropolis that was built by the first emperor of China, numerous traditional artworks, and furniture that mimics those from the Ming Dynasty.

CHALLENGE



Tang Palace, located at the heart of Jumeirah, not only delivers first class Chinese cuisine, but also clearly demonstrates the superior service to their customers. The restaurant caters for groups of all sizes and customers of all ages. The place is ideal for business meetings to enjoy relaxing atmosphere during the lunch time and for social events like birthday parties later at night. Moreover, the venue is attracting thousands of tourists monthly.

The availability of free Wi-Fi is one of the most important criteria for customers when picking a restaurant. As a fact, vast majority would not select a restaurant without free Wi-Fi.

General Manager of Tang Palace, Tony Peng, says: "Tourists most likely to choose

a restaurant with the wireless connection, because in many cases hotels are not offering free Wi-Fi. It is very likely that our customers would share their exciting moments of the trip by uploading photos and videos on various social media platforms (up to 300 photos/each customer). Thus, in our case, the bandwidth should be extremely reliable to transmit large amount of data and satisfy our customers."

In addition, providing free Wi-Fi in the restaurant encourages customers to stay longer at their tables, which can increase their total spend by more than 20% by ordering extra food and drinks.

To ensure smooth operation of the restaurant, it is equipped with POS (point of sale) systems, tablets, PCs and cameras. Likewise the systems and devices intend to be operating on wireless connection.

Prior to the opening, the management had to select a wireless solution that will enable reliable connection for all zones of the restaurant. Due to the nature of the venue, the main challenge for the restaurants is the ability to control guest network traffic of large amount of users at a time.

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To guarantee satisfactory experience for their guests and secure smooth operation of the restaurant, Tang Palace management needed to deploy a wireless network that had to fulfill the following demands:

Coverage – The wireless network must provide coverage for each of the 5 zones of the restaurant.

Capacity – Sufficient capacity for providing bandwidth to all guests at peak times.

Reliability – The wireless connection must be stable and reliable.

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

Aesthetic Design – Wireless access points must blend effortlessly and naturally with the restaurant's interior design.

SOLUTION

Tang Palace chose TP-LINK EAP Solution over numerous solutions offered by other vendors. A complete solution was provided

with routers, switches and access points. Restaurant installed nine EAP 220 access points and one TL-ER6120 router to cover more than 600 square meters in five different areas. The dual band EAP 220 access point has the capacity to provide connections for large number of customers and to mitigate any interference that might be caused by neighboring devices. These features make it ideal to provide wireless Internet access to clients in premises such as those in restaurants.



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The access points are all connected to one gigabit SG2424P PoE switch, which is capable of providing easy power supply.

Rapid Deployment

The EAP's easy-mount design makes hardware deployment quick and efficient, allowing installation to be completed with minimal inconvenience for staff and guests.

Reliable Wireless Performance

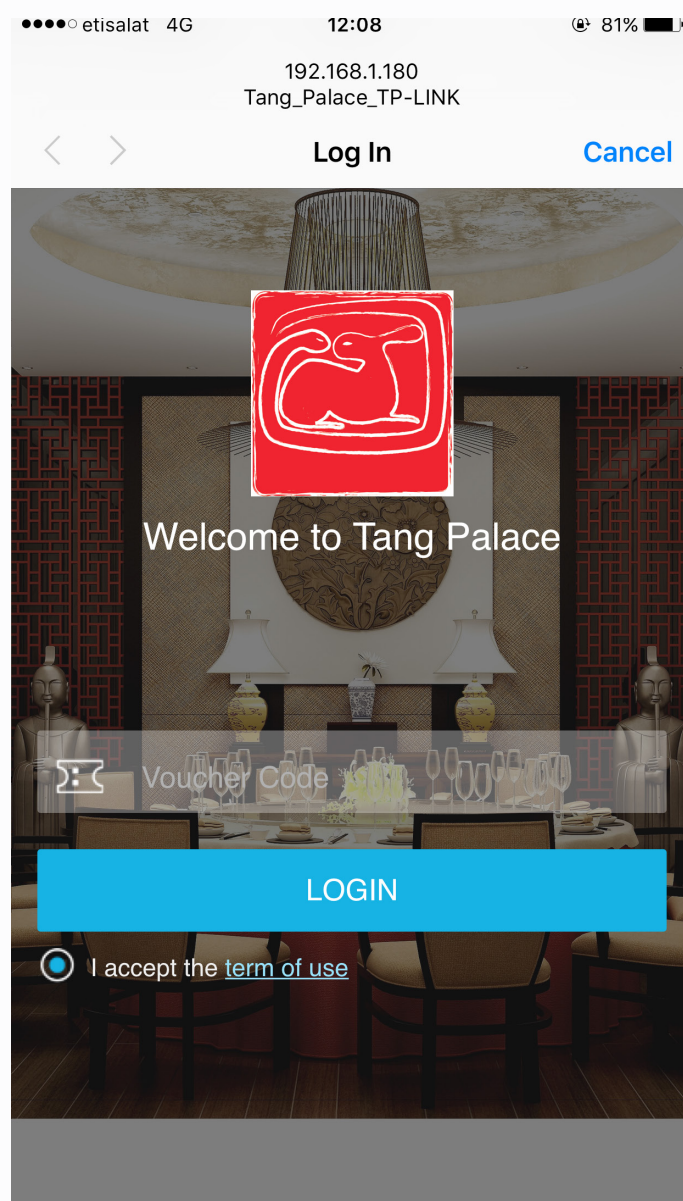
The integrated Qualcomm Atheros chipset allows the EAP220 to provide reliable wireless connections and expansive wireless coverage for guests and equipment in every part of the restaurant. Dual band support tremendously increases the capacity of user thus making it ideal for user-gathering places like restaurants. The high quality hardware, including four internal antennas, ensures a strong wireless signal in every corner of Tang Palace.

Intuitive Centralized Management Platform

Four steps process makes it even easier to perform 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 restaurant personnel to quickly configure and monitor the entire network, making comprehensive management as efficient as possible. Bandwidth distribution and QoS make it more efficient using the platform to ensure the ordering and billing system gets the highest priority.

Captive Portal with vouchers - Ad as well as authentication



Powerful Guest Authentication functionality enables Tang Palace to customize the settings of its guest Wi-Fi network by designing a unique authentication page and establishing a voucher system to control access time for each customer. The management implemented a captive portal and created temporary sessions of 30 minutes per voucher. Using voucher system facilitates prevention of unwanted access to the wireless network.

Unobtrusive Aesthetics

With their unobtrusive “ceiling lamp” design appearance, EAP devices were compatible with the restaurant’s design and were deployed without affecting the beautiful interior design in five zones and were placed under the ceiling in one zone.

Cost Effective Solutions

TP-LINK solution offered the best value and cost-to-benefit ratio when compared to other brands.

BUSINESS RESULTS

Tang Palace management and owner, Antai Peng, were satisfied with the performance of newly implemented wireless network. Since September 2015 TP-LINK’s EAP solution

delivered reliable, high-performing wireless network and provided guests with a strong and consistent Wi-Fi signal. Tourists can now enjoy high speed Wi-Fi connection to share the best moments of their trip on social media by uploading unlimited amount of data. Due to the centralized management platform that allows administrators to control and monitor the entire network, all the equipment including tablets, POS systems, cameras and PCs is reported to be working smoothly under TP-LINK wireless network.

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