TP-Link Creates a Five-Star Guest Network for Colombian Hotel

❤ CUSTOMER PROFILE

Name: Barranquilla Plaza Hotel

Sector: Hospitality

Capacity: 176 Rooms

Location: Barranquilla, Colombia

❤ BACKGROUND

The Barranquilla Plaza Hotel is located in the most exclusive area of Barranquilla, Colombia. It is close to all of the best shopping centers, restaurants, bars, designer boutiques and clinics in the city. The hotel includes 176 guest rooms, multiple restaurants, a pool, reception area and bar.

❤ CHALLENGE

HBP's outdated wireless network — a standalone solution of 80 APs — was plagued with persistent issues, such as dropped connections, dead zones and insufficient capacity, while being managed by an inconvenient system. This prevented the network from meeting the demands of hotel guests, who and eventually began to leave unsatisfactory online reviews, adversely affecting the hotel's ratings. The hotel management was also worried that the physical design of the older access points was inconsistent with the hotel's interior décor.

To address these challenges and improve the wireless experiences of guests, the hotel management asked

CONALCO, a leading local equipment supplier, to provide a new solution that could meet the following requirements:
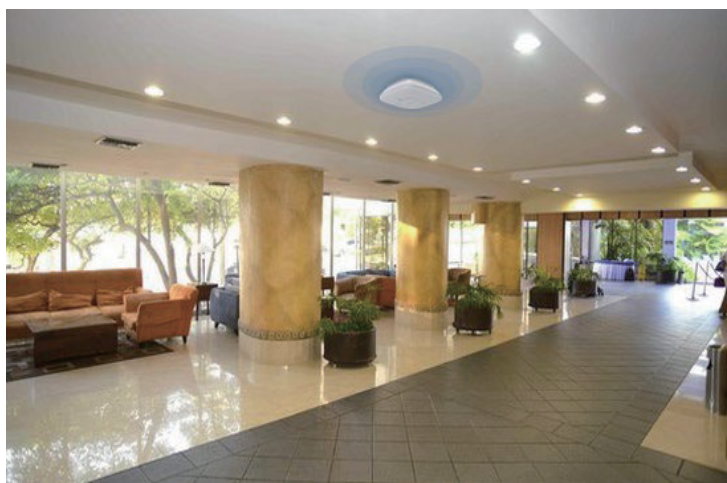
Coverage — Transmit a network signal that is available across the entire facility with no dead zones.

Reliability — Create stable and reliable connections to every device.

Centralized Management — Present an intuitive and efficient network management interface, allowing administrators to easily manage and monitor the entire wireless network

Aesthetic Design — Visible network components must blend effortlessly and naturally with the hotel's interior décor.

❧ SOLUTION

As a TP-Link partner, CONALCO conducted a site survey in order to evaluate the needs of the hotel's guests, as well as the problems that would need to be addressed. They discovered that the existing network did not provide sufficient coverage, containing a number of dead zones throughout the hotel. They also found that the signal was not sufficiently stable, frequently leading to dropped connections. CONALCO concluded that HBP could provide seamless wireless coverage for all guest rooms and facilities using 70 TP-Link Auranet EAP120 units and three TL-SG3424P PoE switches, each capable of connecting and powering up to 24 EAPs.

• Rapid Deployment

The easy-mount design allows the EAP to be easily and seamlessly affixed to any wall or ceiling surface. The incorporation of Power over Ethernet (PoE) support makes deployment effortless and flexible. This allowed the APs to be installed without hindering or adapting to the existing electrical lines.

• Reliable Wireless Performance

The integrated Qualcomm Atheros 560MHz chipset allows the EAP120 to provide reliable wireless connections and expansive wireless coverage for guests and staff in every part of the hotel. High-quality hardware ensures a strong wireless signal both inside and outside of the rooms where they are deployed.

• Centralized Management Platform

The EAP Solution comes with an easy-to-use centralized management platform: EAP Controller software, which is included with EAP Series devices with no additional costs or annual fees. The intuitive user interface also allows technical staff to quickly configure and monitor the entire network, making comprehensive management as efficient as possible.

• Captive Portal – Personalized Accounts for Individual Guests

With the powerful Guest Authentication functionality, HBP was able to establish customized settings for the guest Wi-Fi network. They designed a unique authentication page and established a voucher system to limit the duration of use for each guest. The administrator also created a captive portal and implemented unique temporary accounts for guests that reflected the number of days they would be staying at the hotel, which ensured bandwidth for all current guests.

• Unobtrusive Aesthetics

With their unobtrusive ceiling lamp appearance, EAP devices were compatible with the hotel's decorating style and were deployed without affecting the beauty of the interior design.

• Cost-Effective Solution

The TP-Link solution offered the best value and cost-to-benefit ratio when compared to other brands, including Cisco, Ruckus, Aruba, and Ubiquiti, while

maintaining a top-quality network experience for the hotel, staff and guests.

❖ BUSINESS RESULTS

HBP management has expressed intense satisfaction with their newly implemented solution and 100% of the staff has reported improved internet service. TP-Link's EAP Solution provided the reliable, high-performance wireless network that HBP and its guests demanded. The centralized Wi-Fi management platform allows the HBP network administrator to effortlessly manage and monitor the entire wireless network with great efficiency.