

CASE STUDY



OVERVIEW

Atton Hotels is the leading chain of local hotels in Chile. It is always thinking of new and innovative ideas to make its guest's experience one to remember. It has recently expanded to include hotels in Chile, Peru, Colombia, and the United States. Whether guests are traveling for business or pleasure, they will find a home away from home at any one of the Atton properties. It strives to be guests' forever first choice. At each Atton, they take care of every detail. Its wide-range of amenities is sure to meet the need of every guest. Before starting with any new project; it studies a multitude of factors such as the location, the design and the view with the goal of providing an unbelievable experience for future guests. Its modern, spacious rooms are perfect for those traveling for either business or pleasure.

REQUIREMENTS

- Centrally managed wireless solution
- High-performance Wi-Fi
- Stable connections that keep up with guest's demands
- Wireless solution that increases guest satisfaction

SOLUTIONS

- Mixture of Ruckus' 802.11ac Wave 2 indoor and outdoor access points (APs)
- Ruckus SmartZone software platform

BENEFITS

- Better stability and management
- Ability to centrally troubleshoot wireless network
- Visibility into each property
- Ability to measure density in certain areas

GUEST SATISFACTION IMPROVES THANKS TO RELIABLE WI-FI

Travelers are so digitally connected that they want the world at their fingertips the second they wake up, whether they are on holiday or are traveling for business. Hotels need a solution that provides its guests a rich Wi-Fi experience. Currently, many hotels run many guest and staff-facing applications off its Wi-Fi network, including digital signage, mobile check-in, food and drink orders, corporate management systems and even its door-lock systems. Therefore, they need reliable and secure Wi-Fi for their operations.

CHALLENGE

Based in Chile, Atton Hotels is a hotel chain with recent expansion to South America and the United States. Prior to implementing the Ruckus solution, the hotel had a mix of low-cost wireless technology running on its properties. This created unstable connections and unhappy customers. Atton's past deployments consisted of two other competing solutions that were struggling to keep up with the demands. After a painful trial with the other suppliers, Atton turned to partner Xecuoia for help to upgrade its Wi-Fi network to an enterprise-grade wireless solution. Using the Atton Hotel in Chile, Ruckus and another competitor were put to the test. The results with Ruckus were superior so they decided to deploy Ruckus technology as the wireless standard in all existing and future properties.

Atton Hotels has a metric system to analyze guest satisfaction. One of the leading items is the Wi-Fi rating, related to speed, stability and ease of connection. Based on that, a pilot test was run on three floors at the Atton El Bosque property in Santiago, Chile. They followed up with each guest that stayed on these floors. After the pilot, the rest of the hotel was migrated to Ruckus. "After guests stay at an Atton property, they receive an email with a survey to evaluate all hotel services, especially the Wi-Fi. We experienced an improvement from an average of 3.5 to 4.3, with 5 as the maximum score. This means that 90 percent of the guests said that the Wi-Fi was good and they are extremely satisfied," said Felipe Schmidt, IT manager at Atton Hotels.

SOLUTION

A mixture of Ruckus' 802.11ac Wave 2 indoor and outdoor APs were deployed for the medium-density locations. These APs offer extended range with its adaptive antenna technology which includes ChannelFly™, a dynamic channel technology that uses machine learning to automatically find the least congested channels. Controlling the APs is the Ruckus SmartZone™ controller in the cloud, managed by Atton. The wireless solution enables the hotel to manage large AP deployments with one controller.



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FELIPE SCHMIDT

IT manager, Atton Hotels

Working with partner Xecuoia was essential to the deployment’s success due to their knowledge of Ruckus technology. The partner provided all the required support, and Atton Hotels received customized service. Xecuoia provided IT support for the properties in Chile, Colombia and Peru.

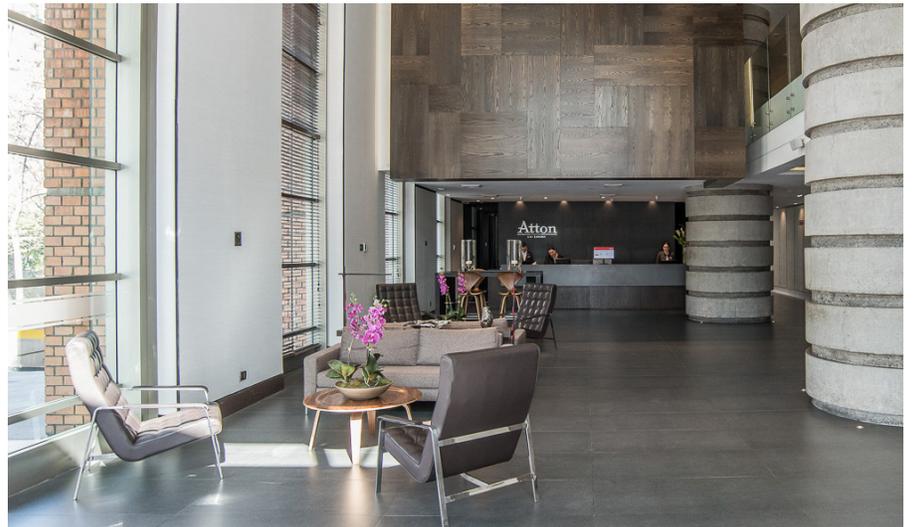
With a new property scheduled to open in Miami, Atton Hotels decided to deploy Ruckus Wi-Fi. Ruckus advised which type of wireless solution was best for that property to obtain seamless coverage. Xecuoia in Chile and Ruckus made the project possible. “Ruckus told both partners which wireless networking solution was best for us. We didn’t feel like a number but were considered an important customer,” stated Felipe Schmidt.

When researching on what other hotels were using for their network, it became clear to Atton Hotels that Ruckus was the obvious choice with over 90 percent of hotels using the Ruckus solution and a stellar track record in innovation.

With the Ruckus solution, Atton Hotels has better stability and management. If an AP has problems, they can centrally troubleshoot it. Atton can also monitor the wireless network online with visibility into each hotel. In addition, the Ruckus solution can measure density in certain areas.

The wireless deployment for all the properties took two years and Atton Hotels has added new properties to the network. They deployed the Ruckus network in October to its hotel in Lima, and deployed the network in November to the property Atton Las Condes in Santiago.

“The experience with Ruckus has been great. Our investment in this technology has given us phenomenal IT support and our day-to-day network management is much easier,” concluded Schmidt.



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