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Clarion Suites Cannes Croisette leverages Ruckus to upgrade its Wi-Fi system

Customer Name

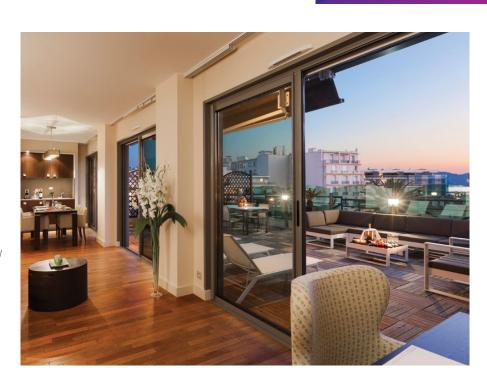Clarion Suites Cannes Croisette

Country

France

Presentation

Clarion Suites Cannes Croisette is a 4-star tourist residence located a few hundred meters from the famous Promenade de la Croisette and the beaches of Cannes. To better meet the needs of both business and private users in terms of Internet connectivity and to build loyalty among its discerning guests, the hotel has placed its trust in Ruckus solutions.

Objectives

- Expand the hotel's Wi-Fi coverage to provide a powerful service, regardless of the number of users per access point

- Provide quality connectivity in the hotel's rooms and communal areas, both indoors and outdoors

- Improve guest satisfaction by meeting the high demands of the hotel's business and leisure guests

Solution

- 116 H510 indoor access points

- 4 R510 indoor access points

- 1 T300 outdoor access point

Advantages

- Reliable, efficient and extended Wi-Fi coverage throughout the hotel

- Fulfillment of the personal and professional needs and requirements of the clientele

- Users connected several hours a day to the hotel's Wi-Fi

Having Wi-Fi has become essential for establishments operating within the tourism and hotel sector. Just as you expect to find sheets and towels in your hotel room, you cannot do without a good Internet connection. Whether their needs are personal or professional, guests expect to be able to enjoy high-speed bandwidth and a reliable, efficient Wi-Fi network to which they can connect multiple devices.

Regardless of the rest of the hotel's services, a poor connection or service interruption is likely to result in a complaint or, even worse, a negative rating and comment on TripAdvisor.

83% of guests take the time to report a bad Wi-Fi experience, and based on that, 36% say they would not book again. For hotels, offering quality Wi-Fi is therefore a major factor in improving the overall stay experience, building loyalty and attracting new guests.

The challenge

Located a few hundred meters from the famous Promenade de la Croisette and the beaches of Cannes, Clarion Suites Cannes Croisette is a 4-star tourist residence with 116 apartments, featuring an outdoor swimming pool and a spa area. The residence also boasts two seminar rooms that are available to hotel guests as well as external organizations for professional gatherings, team meetings and general meetings. The hotel welcomes an average of 38,000 guests a year, with large peaks in attendance at the various events, exhibitions and professional conferences taking place in Cannes throughout the year. These events include the Cannes Festival; MIPIM, the largest real estate professionals' exhibition; MIPTV, which brings together professionals from the audiovisual sector; Midem, the annual gathering of music industry professionals; and the Cannes Lions International Festival of Creativity.

With 60% of business travelers and 40% of leisure guests, the hotel welcomes a demanding clientele, particularly in terms of Wi-Fi. "Over the years, we have noticed a marked change in guests' demand for Wi-Fi. Having good coverage has become essential in allowing our business and leisure residents to work or to stream content", explains Anne Cougard, General
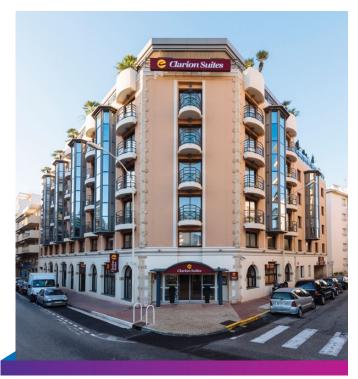
Manager of the residence. Wi-Fi is also used by the teams in the outside bar for invoicing, as well as by the hotel's sales representatives.

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> **General Manager**

Until 2017, the residence was equipped with access points located outside the rooms in the hotel's corridors. However, since the building's structure is made of reinforced concrete, Wi-Fi waves did not spread well in the hotel, limiting the range of access points, and guests had difficulty connecting. "We had a lot of negative feedback from guests, who told us about their frustration with the Wi-Fi. The slightest connection failure increased the risk that guests would decide not to come back or go elsewhere for their next stay", says Anne Cougard.

To address the lack of access points in place and deploy powerful Wi-Fi coverage to ensure quality Internet access for all hotel guests, Clarion Suites turned to Hoist Group, an integrator specializing in the hospitality sector.

The solution

The strategy adopted involved replacing the access points installed in the corridors with access points in each of the hotel's rooms so that guests could enjoy more efficient Wi-Fi. This system responded both to the particular structure of the hotel and to the level of guest demand. The objective was to ensure good coverage and high bandwidth for each connected device, particularly for multi-user and multi-device connections.

Antoine Russo, Sales Manager at Hoist Group, comments: "Ruckus was a natural choice. It is among the best brands in the world for Wi-Fi equipment that is adapted to the hotel industry in terms of quality, performance and cost. This was the best value for money for the hotel".

From signing to implementation, Ruckus' solutions deployment project took place over four months with 20 days of installation, while renovation work was carried out to redo the hotel's rooms and corridors. This implementation was accompanied by a renewal of the hotel's television equipment, which made it possible to use the IPTV network infrastructure to deploy Ruckus access points without pulling additional cables. This significantly reduced installation costs and allowed guests to safely broadcast their own content on the hotel's television thanks to the Chromecast solution. "The hotel's project to upgrade its TV sets at the same time as its Wi-Fi equipment has allowed us to share equipment, and therefore costs. The software installation for both sets of equipment uses a single server and a common network infrastructure for Wi-Fi and IPTV".

A total of 121 access points were installed: one access point in each of the hotel's 116 rooms, four high-density access points in the meeting rooms, breakfast room and reception area, and, finally, a waterproof and high-density external access point for the hotel's lounge, pool and bar area, which must withstand high traffic during summer months. Each access point is powered by a switch, which further enhances the reliability of

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the installation. Also, in the event of a problem, Hoist Group teams can intervene remotely via the switch to restart the access point in question.

On average, more than 110 devices connect to the hotel's Wi-Fi every day, with connection times ranging from three to five hours. Anne Cougard says she is particularly satisfied with the solution:

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