



DSA-3200
Public/Private
Hot Spot Gateway

D-Link Benefits for Hotel Installations

- Affordable, Dependable Wireless Access
- Helps Improve Bookings By Attracting Business Travelers
- Fast and Easy One-Step Guest Log-on
- Property-wide Wi-Fi Coverage
- Local Authorized Value Added Reseller in Most Regions

"Wireless Internet connection is virtually just a click away for the hotel's guests."

"In understanding the hotel's goal of installing an affordable and completely reliable Wi-Fi solution, we immediately recommended a D-Link wireless solution."

-John Agathon
VP Sales, Net Star
Telecommunications Inc.

D-Link Wi-Fi Helps Attract Guests to Exclusive Waterfront Resort

Free, Reliable D-Link Wi-Fi Helps Inn Increase Bookings

The Challenge: Attract More Guests With Free Wi-Fi Access

For an exclusive waterfront resort near Houston, delivering superior service in a beautiful setting was not enough. To attract business and leisure travelers as well as business groups, the hotel's general managers knew it was vital to offer Internet access. They also wanted to offer a property-wide wireless solution that was free to guests and would maximize their comfort, efficiency, and mobility, particularly for business guests and groups.

The Solution: D-Link Wi-Fi Solution

D-Link Delivers Affordable, Dependable Wi-Fi Access
To find the right wireless Internet solution, the hotel's general manager turned to Net Star Telecommunications Inc., a D-Link Business Solutions Diamond Partner based in Houston.

Net Star's VP of Sales John Agathon said, "In understanding the hotel's goal of installing an affordable and completely reliable wireless Internet system, we immediately recommended a D-Link Wi-Fi solution."



*Net Star's VP Sales John Agathon:
"D-Link offered a complete solution for an easy-to-use, reliable wireless network."*

Since it was the first time the hotel would offer Internet access to its guests, it was important that the general managers felt comfortable with their choice. Agathon said, "Going with D-Link was reassuring to the hotel's managers, as D-Link is known for reliable, long-life solutions."



Net Star provides a wide array of telecommunications products and services throughout the United States.

Net Star, together with D-Link's local field account executive Jeff Horne, installed a D-Link wireless solution consisting of D-Link's Public/Private Hot Spot Gateway (DSA-3200), D-Link's AirPremier Wireless Access Point with PoE (DWL-2200AP), and two D-Link Web Smart 16-Port 10/100 with 8 POE 802.3af Port Switches (DES-1316).

The system, which covers the entire hotel property, runs over a robust DSL connection, making it a fast connection for all who log onto the Wi-Fi network.

D-Link Wi-Fi Access With Fast, Easy Log-On

Logging on had to be quick and easy. To maximize the ease of logging on, Net Star recommended D-Link's hot spot gateway, which allows guests to log on almost instantly.

When a guest using a laptop with Wi-Fi capabilities searches for a Wi-Fi access point, the hotel's Hot Spot instantly pops up. With just one click, the user is on the D-Link Wi-Fi network and able to access the Internet, access email, or send files.

Agathon said, "Ease-of-use, particularly in the guest log-on process, needed to be as simple as possible. D-Link's system made it fast and easy for the guests to go online, making them happy, and reducing the need for tech support."

D-Link's Affordability Allows Hotel to Offer Free Wi-Fi to Guests

In addition to being fast and easy, the D-Link's wireless system is also very affordable. In fact, it is one of the most affordable, name-brand business-class wireless solutions available worldwide.

Agathon added, "With D-Link's affordable price point, the hotel could afford to make the Wi-Fi service free for all its guests. With other hotels

Business Class Wireless



DSA-3200 -Public/Private Hot Spot Gateway

- Creates a public and private network simultaneously
- User bandwidth and control
- Built-in DHCP server and advanced firewall
- Supports local user authentication



DES-1316- Web Smart 16-Port 10/100 with 8 PoE 802.3af Port Switches

- Web smart, affordable, rack-mount switch
- 3.2Gbps switching capacity
- 8 10/100 802.3af PoE ports with up to 15.4 watts per port
- QoS features allow prioritization of mission-critical voice or data
- First of its kind on the market



DWL-2200AP
D-Link AirPremier 2.4Ghz (802.11g) 108Mbps* Wireless Access Point with PoE

- Easily create or expand a wireless network
- Integrated Power over Ethernet (PoE)
- Works as point-to-point bridge, point-to-multi-point bridge, or repeater
- Increased security with 802.1X and WPA

charging \$10 or more per day, this is a big benefit for hotel guests and a draw for business groups. Offering free wireless Internet access has also helped increase repeat business since the hotel provides the efficiencies and access of a business hotel in a resort setting.”

D-Link's Regional Team Supported VAR Net Star in Delivering on Time

Regional D-Link support was also a benefit to the hotel, according to Agathon. “When the hotel decided to go with a wireless solution, it had to happen very quickly because they had already promised a big customer that they would have wireless access available when their group arrived!”

“D-Link has a rep, Jeff Horne, based here locally, unlike many other wireless vendors. Jeff was able to work hand-in-hand with Net Star, which was already one of the hotel’s preferred providers,” he explained. “This made it smooth to facilitate approvals and get the installation underway.”

“Together, D-Link and Net Star accomplished that goal of installing a wireless system that was easy-to-use and reliable right from the start,” Agathon said.

Installing the Wi-Fi system was made easier through the use of the Power over Ethernet (PoE) capabilities of the D-Link DES-1316 Ethernet switch and DWL-2200AP Access Points. By using PoE technology, the access points could be placed where they would provide the best Wi-Fi coverage, without concern for the proximity of power outlets. This allowed the installation to be completed more quickly and at lower cost.

Result #1: D-Link Wi-Fi Attracts Guests, Increases Bookings

“Having the D-Link Wi-Fi solution helps us draw both business and leisure travelers. It especially helps us attract lucrative business groups,” according to the hotel manager. “In today’s connected world, it’s important for our guests to know they can be online no matter where they are here at our property. With D-Link’s seamless access points, they can move between the lobby, guestrooms, meeting rooms and other common areas while staying connected.”

She added, “Having wireless capabilities has proven to be a big draw for us, with our bookings increasing significantly since the D-Link Wi-Fi system was installed.”

Result #2: D-Link Helps Hotel Attract More Business

D-Link Wireless also helps ensure that the hotel beats out competing hotels time and time again in attracting guests and groups.

“D-Link’s Wi-Fi has given us a huge advantage over our competitors. We’re one of the only resort/business hotels near Houston to offer wireless Internet access,” the hotel manager explained, “and because it’s so affordable, we can provide it free of charge to our guests, a real benefit to them and a draw for the hotel.”

Result #3: Fast, Easy Access to the Hotel's Wi-Fi Hotspots

Net Star designed the hotel’s Wi-Fi solution with a robust DSL connection, so guests have speedy Internet access without getting bogged down, no matter how many are on the system.

“Wireless Internet connection is virtually just a click away for hotel guests,” Agathon said. “Together, D-Link and Net Star exceeded our expectations and delivered a system that has delighted both us and our guests,” the hotel manager concluded.

* Maximum wireless signal rate derived from IEEE Standard 802.11g specifications. Actual data throughput will vary. Network conditions and environmental factors, including volume of network traffic, building materials and construction, and network overhead, lower actual data throughput rate. Environmental factors will adversely affect wireless signal range.