Premier Hotels Offers Guests Government Compliant Internet Access From its Properties With A D-Link Broadband Networking Solution

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 President and CEO

Challenge

Premier Hotels, a hotel management, investment, and development company based in southern California, is constantly looking for advantages over competitors in the hospitality market. In order to remain competitive, Premier Hotel properties, such as the Marriott Fairfield Inn & Suites and the Country Inn & Suites, both in Ontario, CA, must provide the features and amenities guests want and need during their stays.

Premier's Country Inn & Suites in Ontario, CA has deployed the D-Link BDoC solution to all of its guest rooms.

One of the amenities business travelers expect today is high speed Internet access. Dial up connections over standard telephone lines do not provide the bandwidth required by most business travelers. Providing free high speed Internet access is practically a necessity in order to effectively compete for business travelers. "We see a substantial increase in occupancy from business customers at those properties where Internet access is available," commented Peter Bhakta, president of the Premier Hotels. "High speed Internet access is simply a 'must have' for hotels catering to business travelers," Bhakta added.

When Bhakta considered high-speed Internet access options for Premier's two properties in Ontario, CA, he looked at the various options offered by wired and wireless networking. The expense of adding wire to all the hotel rooms was not cost effective and the wireless solutions previously deployed had mixed results. Another factor Bhakta had to consider for the two properties was the high frequency of visits by federal and state government employees. For security reasons, most federal and state government agencies prohibit the use of public wireless networks by their employees to carry out government business. For the majority of his clientele, wireless was not an option. To run new wire in the building, however, would have cost more than $300 per room. What Bhakta needed was a wired solution that ran over existing cable already installed in the building.

Solution

The solution presented by D-Link fit the requirements at a price point that made the proposal very compelling. The D-Link Broadband Distribution over Coax (BDoC) solution allowed for connections at speeds of up to 60Mbps over the existing coaxial cable used for distributing television signals into each hotel room. The BDoC solution consisted of a centralized BDoC Gateway that could support connections from up to 250 BDoC Endpoints located in the rooms. After a site survey to establish the best design and spectrum use, the BDoC Gateway was inserted in the Audio/Video room right after the head end channel banks and directly in front of the Bi-Directional Amplifier. The BDoC Gateway aggregated Internet traffic from rooms and meeting areas and provided a connection out via a T1 service that the hotels subscribed to from their Internet Service Provider.

With a BDoC solution from D-Link, hotel guests can quickly, easily, and securely access the Internet at broadband speeds right from their rooms.

The endpoints, which look no different from a typical wall plate, feature F-Connectors for connection of televisions or cable boxes, as well as an RJ-45 Ethernet connector for high speed attachment to the Internet. The endpoints were easily located next to existing coaxial connections in the rooms or meeting

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PRODUCT FEATURES:

- High-Speed IP Connectivity over Existing Coaxial Cable
- Transfer Speeds up to 60Mbps
- Complies with DOCSIS® and DBS Services
- Ethernet Bridge/Router with VLAN Support
- Gateway Support for Up To 250 Endpoints

"The D-Link BDoC solution offered us a way for our hotels to remain competitive and meet the high speed Internet access needs of our guests and patrons without forcing us into a major capital expenditure and a disruptive, labor intensive installation."

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 President and CEO

Premier as deployed the D-Link BDoC solution at it Marriott Fairfield Inn & Suites property also in Ontario, CA.

areas and did not require significant installation time or expense.

The BDoC Gateway supports up to 250 endpoints, but the flexible licensing offered by D-Link allows for lower cost points of entry. The costs of the system can scale based on the size of the installation with licensing options for 64, 128, 192, or 250 endpoint connections. The BDoC gateway also allowed the hotels to implement security features through its firewall, stateful packet inspection, network address translation, and VLAN support.
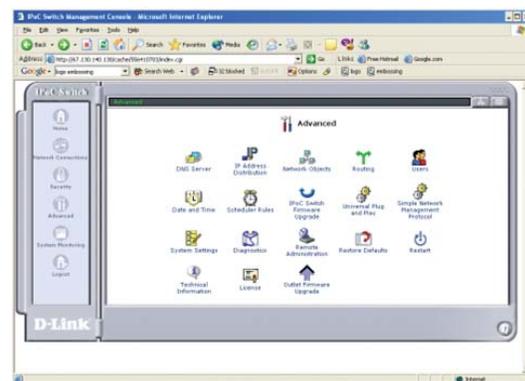
Conclusion

The Marriott Fairfield Inn & Suites and the Country Inn & Suites in Ontario, CA were able to cost effectively provide wired Internet access to every room and meet the requirements of their government-employed guests. Both hotels were pleased the installation did not require significant time or labor costs. In addition, the installation was non-intrusive and did not create any loss of revenue to the hotels from rooms not being available for

rent. The hotels now had a solution allowing them to effectively share the bandwidth of a single T1 Internet connection while still providing their guests with ease of use and security.

The D-Link BDoC Gateway and Endpoint solution also provided the hotels with web-based management and monitoring capabilities. Through the use of the built-in web-based interface the hotels could monitor performance and operations of their network as well as view or modify security settings. The interface gives them a network map of all enabled stations on the BDoC network.

"The D-Link BDoC solution offered us a way for our hotels to remain competitive and meet the high speed Internet access needs of our guests and patrons without forcing us into a major capital expenditure and a disruptive, labor intensive installation," commented Bhakta.

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Call or visit the web address below for more information on the complete line of business products:
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