



Crowne



CASE STUDY: CROWNE PLAZA HICKORY

Ubiquiti Provides Worry-Free WiFi to Crowne Plaza Hotel in North Carolina

Ubiquiti Networks™ UniFi® products deliver reliable, fast Internet to corporate hotel guests with high-bandwidth needs.

UniFi products are easy to install and maintain, providing a primarily hands-off experience with minimal hassle or upkeep required.

UniFi is a great solution for hospitality, offering unbeatable price-performance for enterprise grade Wi-Fi solutions.

The Crowne Plaza hotel chain manages hundreds of hotels globally in more than 32 countries. The Crowne Plaza Hickory in Hickory, North Carolina, is the largest hotel in the region with more than 240 rooms. Internet access is one of the key drivers for guest satisfaction at the hotel. It is a highly desired location for conferences for large businesses, such as hospitals, and corporate guests both of which require strong and reliable WiFi while they are working from the hotel.

NETWORK REQUIREMENTS

Before installing Ubiquiti products, the hotel's network experienced a host of problems, and the hotel received multiple guest complaints per day about WiFi issues. The hotel was working with a local Internet provider, using wireless antennas and relying on the provider's third-party support service for guest WiFi concerns. Guests were required to go through the external provider's help desk for any Internet issues, experiencing a 24-48 hour wait time before the issue was resolved. Often by the time Internet problems were addressed, the guest had already checked out of the hotel. The network was also poorly installed and only 25 percent of the hotel had reliable signal; many of the access points were broken or had been crushed by their positioning, and some of the cables were pinched by the bed frame interfering with connectivity.

"We didn't even think about using anything else other than Ubiquiti; you set it, and you forget it. It's completely hands off for Crowne Plaza Hickory and worry-free. We love it."

Richard Pate, Co-Owner, Hickory Computer



Patrons can get online anywhere in the hotel; including the spa



UNIFI IN ACTION



All rooms feature reliable high-speed Wi-Fi



Business happens everywhere in the hotel; the Internet needs to be there

THE UBIQUITI SOLUTION

Crowne Plaza Hickory turned to Hickory Computer, a local wireless Internet service provider, to address the problems with their network. Hickory Computer tore down the existing networking infrastructure and installed Ubiquiti to create a stronger, more reliable Internet framework.

The installation contains the following Ubiquiti products:

Product	Number	Purpose
UAP-Outdoor	50	Provide coverage across 5 buildings
TS-8-PRO	5	Provide Power over Ethernet (PoE) and switching



The entrance to the Crowne Plaza Hickory

The UniFi Controller software is installed on-site at Crowne Plaza Hickory and is managed by Hickory Computer for monitoring and network management.

Now, a year after the installation, the hotel rarely receives complaints, and the majority are VPN or firewall issues due to the guest's company laptop that are easily fixed on site.

"Thanks to Ubiquiti, I can't tell you the last complaint we had about our WiFi. Our customer satisfaction has improved drastically. Even in the past month we've experienced about a 30 percent growth in profit, and Ubiquiti's WiFi infrastructure is absolutely a factor."

Jay Robertson, General Manager, Crowne Plaza Hickory

Visit the Customer Name at www.crowneplaza.com/Hickory

For more deployment case studies, visit: www.ubnt.com/customers



UBIQUITI NETWORKS, INC. • 2580 ORCHARD PARKWAY, SAN JOSE, CA 95131 USA • WWW.UBNT.COM

© 2014 Ubiquiti Networks, Inc. All rights reserved. Ubiquiti, Ubiquiti Networks, the Ubiquiti U logo, the Ubiquiti beam logo, airFiber, airMAX, airOS, airVision, EdgeMAX, mFi, and UniFi are trademarks or registered trademarks of Ubiquiti Networks, Inc. in the United States and in other countries. All other trademarks are the property of their respective owners. Photos courtesy of Customer Name.