EZDAN HOTELS WEST BAY ENABLES GUEST MOBILITY WITH ARUBA WI-FI

Ezdan Hotels West Bay is a part of Ezdan Holding Group, is featured among the world's leading organizations in Forbes Magazine's Global 2000 list. One of the largest Hotel and Suites in the Middle East, Ezdan brings together a combination of spectacular views and premium location in a luxurious facility. Overlooking the Arabian Gulf the property boasts a wide variety of rooms that cover the long and short stay accommodation requirements of its guests.

HOTEL GUESTS PERCEIVE WI-FI AS AN IMPERATIVE AMENITY

As the country with the highest GDP per capita in the world, it is no surprise that Qatar also has the highest smartphone penetration in the Middle East[1]. With over 75% of its population utilizing these mobile computing devices, there has been a growing demand for increased connectivity and mobile Internet. This trend has impacted businesses across all industry vertical and perhaps, none more so than hospitality.

REQUIREMENTS

- Wireless connectivity across the entire hotel premises including more than 3,000 rooms and multiple common areas
- Centralize administration of wireless network to eliminate manual configuration of each individual access point
- Stable and scalable solution capable of meeting the Wi-Fi requirements of one of the Middle East's largest hotel properties

SOLUTION

- 2 Aruba 7420 Mobility Controllers
- 2 Aruba 3200 Mobility Controllers
- 1,720 Aruba AP-93H Wireless Access Points
- 180 Aruba AP-105 Wireless Access Points
- 5 Aruba AP-104 Wireless Access Points
- Aruba AirWave™ Network Management

BENEFITS

- Complete visibility and control of the network and devices from a single, easy-to-use interface
- Authentication, encryption, VPN connections, IPv4 and IPv6 services and wireless intrusion protection for more than 32,000 mobile devices simultaneously
- Reduced Capital Expenditure since APs support greater density and extend coverage across multiple rooms
- Cost savings as custom designed wireless overlay dramatically cut network cabling costs
- Real-time monitoring, troubleshooting and remediation helped resolve issues before helpdesk intervention was required

"Aruba's mobility solutions are centered around delivering enterprise-grade quality and performance in a cost-efficient package. This huge project at Ezdan Hotels West Bay is further validation of our capabilities to meet #GenMobile mobility needs in the hospitality sector. The new Aruba infrastructure not only supports complimentary Wi-Fi for guests but can also be leveraged as a platform to generate new revenue streams through premium service offerings."

Samer Habbouch
Territory Manager, Qatar at Aruba Networks

[1] http://www.go-gulf.ae/blog/smartphone-middle-east/

"Today Wi-Fi is an imperative technology to satisfy travellers who expect to stay connected at all times," said Samer Habbouch, Territory Manager, Qatar at Aruba Networks®. "Although most guests expect Wi-Fi to be a free service, they are quick to vocalize their dissatisfaction if the wireless quality is not up to mark."

Ezdan Hotels West Bay realised that it now had to provide fast, reliable and secure Wi-Fi coverage to its guests. But as a sprawling property with over 3,000 rooms and multiple common areas such as banquet halls, parking, pool and additional guest areas, the scale of the project was daunting. The hotel's IT team also knew that manual configuration and management of the Access Points (APs) would be an extremely labour intensive and gave emphasis to automation during the selection process.

SCALABILITY AND AUTOMATION CAPABILITIES PLACE ARUBA AHEAD OF THE PACK

Over a three month period, which also involved the IT team from Ezdan Holding Group, a number of vendors and solutions were carefully evaluated. Aruba's engineers were quick to assist the Hotel's IT team in providing them with technical details, design insights and other information that aided the decision making process. Ultimately, Ezdan Hotels West Bay selected Aruba Networks based on the proactive support that the vendor and its integration partner, Qatar Datamation Systems (QDS), were able to deliver. The solution met the scalability criteria required for the massive deployment and offered central management and the automation of software updates on the Access Points.

While the Hotel continued to operate at full capacity, QDS completed the deployment in just three months, avoiding any inconvenience to guests. The integration partner installed Aruba wireless across the entire facility including quest rooms, banquet halls, parking, pool and additional guest areas. Each AP was strategically deployed to extend wireless coverage to more than one room, reducing the number of APs and installation time to reduce overall cost. Further cost savings were realized by the expertly designed wireless overlay which dramatically cut Ezdan Hotels West Bay's network cabling costs.

The hotel utilized Aruba Mobility Controllers giving its IT team the ability to manage secure authentication, encryption, VPN connections, IPv4 and IPv6 services and wireless intrusion protection for more than 32,000 mobile devices simultaneously.

With Aruba's solution in place, Ezdan Hotels West Bay now has complete visibility and control of the network and devices on it from a single, easy-to-use interface. The hotel's IT Team has also added comprehensive real-time monitoring capabilities to streamline troubleshooting and remediation by implementing Aruba AirWave Network Management. The management solution allows the hotel to 'identify and resolve problems in its wireless network before the issue results in helpdesk calls from guests'.

"Aruba's mobility solutions are centered around delivering enterprise-grade quality and performance in a cost-efficient package," said Samer Habbouch. "This huge project at Ezdan Hotels West Bay is further validation of our capabilities to meet #GenMobile mobility needs in the hospitality sector. The new Aruba infrastructure not only supports complimentary Wi-Fi for guests but can also be leveraged as a platform to generate new revenue streams through premium service offerings."

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With the hotel already reaping the benefits of Aruba's wireless network, plans are underway to replicate this success in other companies that are a part of the Group.
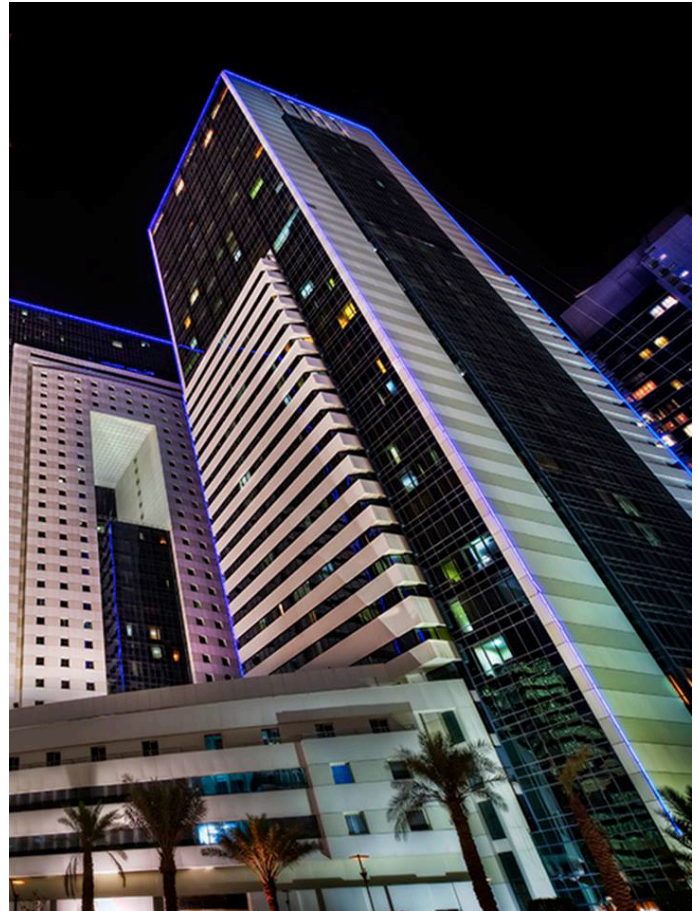
ABOUT ARUBA NETWORKS, INC.

Aruba Networks (NASDAQ:ARUN) is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication.

To create a mobility experience that #GenMobile and IT can rely upon, Aruba Mobility-Defined Networks™ automate infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operational costs.

Based in Sunnyvale, California, Aruba has operations throughout the Americas, Europe, Middle East, Africa and Asia Pacific regions.

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