

CASE STUDY

DISCERNING GUESTS ENJOY SEAMLESS MOBILITY AT THE DESERT ISLANDS WITH ARUBA GIGABIT WI-FI

Aruba WLAN enables upscale guests of the Desert Islands Resort & Spa by Anantara to enjoy seamless, secure mobility whether they're lounging at the surf-side pool or dining at the edge of the desert by starlight.

DESERT ISLANDS RESORT & SPA BY ANANTARA

With his discerning upscale guests expecting a premium mobile experience for each of their increasingly numerous devices, Harikumar Nair needed a wireless networking solution to match at the Desert Islands Resort & Spa by Anantara.

"Although we had a legacy system in place, we wanted to deliver a standardized quality of service across all our properties," said Harikumar Nair, Director of IT at Anantara Hotels, Resorts & Spas, Abu Dhabi. This included the Desert Islands, a luxury haven on the wildlife reserve island of Sir Bani Yas.

"Besides catering to the high-speed connectivity demands of our guests," explains Nair, "the Desert Islands also needed a robust Wi-Fi network that could support back-end systems and the bandwidth-hungry applications being used by the operations team to do their jobs more efficiently.

Although the Anantara group, part of Minor International, had already made strategic investments in its wired network, overall performance was lacking. "We were unable to achieve optimal performance across the end-to-end network due to the restrictions arising from the existing wireless portion," says Nair.

BENEFITS

- Pervasive Aruba WLAN, with 802.11ac APs, supports upscale guests and hospitality staff.
- Blankets multiple outdoor and indoor locations within the sprawling complex with high-density, high-performance Wi-Fi.
- ClientMatch™ provides seamless Wi-Fi experiences throughout enabled locations.
- Capable of withstanding the demands and challenges associated with ocean side environments.
- Enables scaling out the WLAN quickly and efficiently as future needs evolve.



"Aruba offers plenty of opportunities to grow this solution with the evolving needs of our guests and staff."

Harikumar Nair,

Director Information Technology, Anantara Hotels, Resorts & Spas

ARUBA NETWORKS PROVIDES ROBUST AND RESILIENT 802.11AC

Eager to deliver the benefits of greater telecom bandwidth, recently delivered to the Desert Islands by its telecom provider, Anantara set out to evaluate and select a new wireless networking solution.

From Salt Water to Desert Air, Aruba Meets the Challenges of Habitat Extremes

Among the project's challenges were environmental extremes, such as the resort's location along the salty waters of the Arabian Gulf at the edge of rugged desert terrain. Within this habitat, Anantara wanted to ensure its guests could enjoy seamless mobility whether they were lounging by the ocean-side pool or sharing hors' devours alfresco on a desert evening.

Establishing a Leading-Edge Partnership

To meet all its various needs, Anantara sought to partner with a leading innovator of Gigabit Wi-Fi solutions.

"We pride ourselves on providing the very best quality of products and services," Nair says. "We wanted to ensure that we selected both the highest quality, and the most innovative, 802.11ac solution available to meet our current requirements and provide a future-ready infrastructure."

New Network Successfully Handles Coverage and Density

As an IT veteran, Nair was already aware of Aruba Networks. He was particularly impressed by the coverage that Aruba's 802.11ac solution could deliver across the hotel's varied facilities.

Working directly with Aruba Networks, the Desert Islands IT team conducted a proof-of-concept that was so impressive it was used for a live conference with over 500 attendees.

ARUBA CONNECTS UPSCALE #GENMOBILE GUESTS

After the successful proof-of-concept, Anantara elected to install a mix of indoor and outdoor **Aruba 802.11ac access points** (APs) along with **Aruba Mobility Controllers**. Together, these solutions represent fundamental elements of Aruba's secure, reliable and scalable enterprise mobility architecture.

“ We are very happy with our new network's performance ”

The infrastructure also enables Anantara to meet the needs of increasingly #GenMobile guests and employees. #GenMobile are the new breed of technology users defined by their strong preference for mobility.

ClientMatch™ Intelligence Provides Reliable Mobile Experiences

For Anantara, a critical feature of Aruba's 802.11ac APs is ClientMatch. It continuously gathers session performance metrics from mobile devices to steer each device to the closest and best possible AP while users roam.

With ClientMatch, Anantara can ensure seamless transitions throughout its indoor and outdoor spaces.

GIGABIT WI-FI BLANKETS LUXURY FACILITIES

In all, the Aruba Wi-Fi deployment blankets the Desert Islands' guest rooms, suites and villas as well as common areas. In addition to the ocean-view pool, the resort includes a detached convention center, multiple restaurants, luxury spa, fitness center, boutique, kids club, tennis court, business center and library.

New WLAN Helps Generate Revenue and Reduce Costs

With such an extensive system and a lean IT staff, Anantara appreciates the operational benefits in addition to the guest amenities its new WLAN provides. This includes the opportunity to generate revenues, lower costs and improve worker productivity.

"We now offer all guests a free basic connection equivalent to the maximum bandwidth of our old network," Nair notes.

"Aruba made it easy to implement, manage and offer a tiered system of premium services to our guests.

Anantara is also realizing considerable management efficiencies. "The ability to centrally manage all of the APs has drastically reduced the time and effort required for administration," Nair says.



MEETING THE EVOLVING NEEDS OF TODAY AND TOMORROW

Overall, Anantara appreciates the robust, secure Wi-Fi infrastructure that positions it to meet the needs of its luxury guests and its dedicated employees, today and tomorrow.

“We are very happy with the new network’s performance,” Nair says. “Aruba gives us plenty of room to grow as we accommodate the evolving needs of our guests and staff.”

With Aruba, notes Nair, Anantara offers guests the highest quality wireless experience as they enjoy the ocean breezes and the spectacular views of the surrounding nature reserve. “Aruba enables us to continue offering the excellent quality of service for which our brand is renowned,” he says.

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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