cyberair

An end to end managed Wi-Fi
service for guest, delegates & staff

Longhirst Hall

CASE STUDY

Get online in five star luxury

The North East's premier conference and events venue comprising of **22 function and meeting rooms** accommodating up to 270 delegates, Longhirst is fully equipped with all the technology you would expect from a leading conference centre. Situated within a 75 acre estate with beautiful landscaped gardens, the venue provides day and residential delegates with a blend of high tech conference facilities and comfort within a stunning Georgian setting.

Cyberair conducted a comprehensive Wi-Fi survey of the hotel as well as an audit of the hotel's existing switching, telecoms and IT infrastructure before presenting a detailed action plan that covered everything from the location of the access points, cable routes through to a detailed service level agreement (SLA) covering the ongoing operation, support and maintenance for system.

We looked not just at the customers immediate coverage requirements, but also how we might easily extend coverage and the services to other areas after a walk through with the customer. Having identified an overall requirement for 40 access points, we agreed a phased roll out with the customer with the initial phase centering on the hospitality area and bedrooms of the residential delegates. The installation was carried out with minimum disruption to guests and with a keen eye on quality with regard for the decor as well as the fabric of what is essentially a Georgian period building.

> " *Forget complimentary breakfasts, free car parking or coffee, our guest's number one requirement is for free Wi-Fi that works. But as a large estate we needed to provide guest access, but also controlled access to the network and the internet for staff* "

Certified to ISO 9001:2008 Quality Management System

+44 1733 76 50 50
info@cyberair.co.uk
www.cyberair.co.uk

> *Increasingly our delegates and guests and staff are using their own devices tablets, smartphones, to connect not just to the internet but our services*

Aesthetics were every bit as important as functionality, consequently, a good deal of care was taken to find the right cabling routes as well as the appearance of the access points.

Upon completing and reviewing the physical installation of the network and the telecoms, the network was then connected to Guest Smart. More than just guest Wi-Fi, the system leverages the physical Wi-Fi and network infrastructure by providing multiple logical networks to allow differentiated access for different groups, providing High Speed Internet Access (HSIA) for guests, Bring Your Own Device (BYOD) access for staff and conference. As well as supporting different content, branding, speeds and privileges for each community the system also supports a range of different services such as Wi-Fi enabled digital signage and Apple TV.

Combined with Cyberair's open architecture applications cloud, the solution provides a single integration and control point, with 24x7 monitoring, extensive data warehousing, real time and historical analytics to provide an integrated "Big Data" view to provide a holistic view encompassing performance, guest usage and support to gain a fuller understanding to improve customer experience as well as the ability to deliver highly targeted content and apps to interact with guests and staff via their mobiles.

Technology aside, from a service perspective, Guest Smart and BYOD Smart provides our service management, ops and support teams with a holistic view of the service enabling us to not only detect and resolve problems before they impact service providing our customers and guests with expert and courteous support. To provide a scalable, end to end solution this is operated to the highest SLAs as well as meeting the growing challenge of legal compliance.

Whilst the principal function of the system is to deliver high quality Free Wi-Fi for guests and delegates, Guest Smart and BYOD Smart turns the challenges and costs posed by the growth in demand for free Wi-Fi into an opportunity with the ability to leverage the convergence of mobile devices, web enabled applications and social-media to provide an open platform, branded content and services and to interact with their guests to enhance service and to engage staff through BOYD to increase productivity.

- ⊘ **High Speed Internet Access (HSIA)**
- ⊘ **Fully Managed**
- ⊘ **Expert support and Helpdesk**
- ⊘ **Simple secure Wi-Fi as a Service**
- ⊘ **Simple Guest and delegate registration.**
- ⊘ **Integrates with digital signage**
- ⊘ **BYOD - Bring your own device for Staff**
- ⊘ **Cloud based - Big Data view**
- ⊘ **Customisable content delivery and Mobile Apps**
- ⊘ **Legal compliance and Logging**

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FULLY MANAGED, CLOUD BASED WI-FI SOLUTIONS

Photos from longhirst.co.uk