Case Study for Hotel Regency

Wifi-soft
Helping unwire the World

Problem Statement

"We had been losing a lot of revenue with our Internet service until Wifi-Soft came in and implemented its WiFiLAN solution. Today our revenues from Internet service have grown by 200% and Wifi-Soft has been providing an excellent support. I would highly recommend their service to others"

**Gautam Moudgill
General Manager,
Regency Hotel**

Hotel Regency has over 10,000 square feet of room space that needed Internet connectivity. Since the hotel was located in the business district of the town, it attracted many business travelers who carried laptops and portable devices like wireless-enabled PDAs. Being on the road, these travelers had to check their email and access corporate Intranet during their stay in the hotel.

The hotel had a wired network that provided Internet access to the hotel guest and staff but didn't have any authentication or billing system in place. The guest would easily plug their laptops into the wall sockets and get connectivity for free. As a result, the hotel was losing precious revenues for its Internet service. Moreover any virus-infected laptop would cause havoc in the hotel's internal network since the guest and hotel staff shared a single network.

Regency management wanted a solution that would reduce their problems, was easy to use and would also generate recurring revenue for them from selling Internet services. They were looking for a solution that would easily integrate with their existing infrastructure.

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Hotel Regency implemented Wifi-Soft's backend management solution for their network so that they could seamlessly manage, monitor and track Internet usage for their guest and staff. To keep billing simple and flexible, Wifi-Soft implemented a prepaid coupon solution for Regency. The hotel clerk would enquire whether the guest would be interested in using Internet during the check-in process. If the answer were affirmative, then she would provide various options to the guest. The usage time would vary from thirty minutes to twelve hours. They even offered a coupon that had unlimited usage time with a one month validity period. WiFiLAN's highly flexible and customizable prepaid module made this possible.

WiFiLAN provided following benefits to Hotel Regency:

1. Stopped unrestricted and unaccounted use of the Internet
2. Created a separate revenue stream for the Hotel
3. Introduced accountability and transparency in the Internet usage
4. Provided customized branding
5. Supported technology with excellent customer care
6. Streamline processes and increased profitability
7. Reduced virus-outbreaks from causing damage to hotel machine
8. Increased security of hotel's network

WiFiLAN prepaid coupons

Wifi-Soft offers a very comprehensive prepaid solution for wireless service providers. No other competitor offers a complete end-to-end solution, including support for printing professional-looking prepaid cards. Administrators can create unlimited number of prepaid cards neatly categorized into group. Cards in these groups can be customized based on following criteria:

1. Total time usage
2. Bandwidth usage
3. Valid on specific dates
4. Valid for specific number of days
5. Number of user sessions
6. Number of clients
7. Activation criteria
    a. First use
    b. Specific dates
    c. Immediately
8. Restricted to a particular location

Administrators can easily export the newly created coupon codes in Excel format or use the PDF export function to create A4 sized documents with professional-looking prepaid card. These documents can be directly printed to create card-sized coupons as shown below.
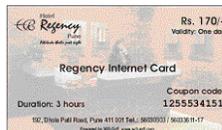
Improved Security

Hotel Regency was able to improve the security of its internal network once they started controlling Internet traffic. The staff computers were separated from the guest network thus preventing them from getting affected by virus-infected laptops. Moreover, the hotel management also prevented unwarranted Internet access by maintenance and temporary workers thus improving the performance and quality of their network.

Regency started reaping benefits

Regency management was surprised with the results. They started reaping benefits of managed Internet access from day one. Within couple of days they discovered that 60-70% of their guest were purchasing prepaid coupons at the reception. All of a sudden, Regency had created a revenue stream that helped them pay their electricity and phone bills.

Since all the traffic from the hotel was metered and controlled, unrestricted usage dropped down to zero. Moreover, separating guest network from hotel's internal network helped hotel IT staff to significantly reduce virus outbreaks and improve the security of the IT infrastructure.

About Hotel Regency

Hotel Regency is a high-end hotel located in the heart of Pune business district. It is easily accessible both from the airport and from the railway station and offers great rooms at a competitive price. The hotel provides prepaid-based high-speed Internet access to its guest in their rooms, lobby area, business center and the cafeteria.

About Wifi-Soft

Wifi-soft specializes in developing high-quality, innovative software solutions for the global Wi-Fi industry. Its web-based, comprehensive Wi-Fi management and QoS solutions help hotspot operators, wireless ISPs and enterprises to seamlessly deploy, manage and operate their Wi-Fi networks from a centralized location.