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Digitalisation in the hotel industry: Wi-Fi lays the groundwork of connectivity for apartment hotels of the future

Adina Apartment Hotels are full-service hotels that cater to the upscale market. Their fully furnished and equipped studios and apartments, featuring kitchen, living and working areas, are optimally designed for short-term, as well as extended stays, accommodating business travellers, holidaymakers, and families.

Adina
apartment hotels

Overview

Today, there are already 36 Adina Apartment Hotels in Australia, New Zealand and Europe that offer all the comforts, amenities and conveniences of a modern hotel enterprise. Adina's Apartment Hotels in Europe can be found at multiple locations in Berlin, Frankfurt and Hamburg, as well as in Leipzig, Nuremberg, Copenhagen and Budapest.

Needs

• Implementation of a freely accessible wireless local area network (WLAN/Wi-Fi) requiring no complex login process

• High-performance Wi-Fi infrastructure providing comprehensive coverage in all hotel areas

• Two separate networks for hotel operations and hotel guests

• Uniformly fast internet access in all hotel areas, rooms and apartments

• Reliable Wi-Fi infrastructure that integrates LAN smart TV concepts and ensures smooth, trouble-free operation even with multiple devices connected simultaneously

• Installation of discrete hardware well-integrated into the hotel design

• Provisions for various expansion stages for implementation in new buildings under construction and existing buildings

Solution

• 750 RUCKUS indoor access points

• RUCKUS Cloud for control and management

Benefits

• Satisfied hotel guests who can use the Wi-Fi for free

• Easy-to-use installed software for hotel guests and staff, for example thanks to a simple login process

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- Installed TV services that mirror guests' own mobile devices on their hotel room televisions
- Flexible and scalable technology that can integrate other digital services as needed

Free internet access has become a major factor people look for when selecting hotels to stay in. Offering free internet enhances satisfaction among hotel guests who like to stream films, check their e-mail and surf through social media networks while travelling. Hotels need stable online network infrastructure to ensure their operations run smoothly: whether for accounting and point-of-sale systems, staff communication, room service, or guest check-in and check-out processes – many operations behind the scenes run via Wi-Fi. In the coming years, digital services in the hotel industry, such as automated check-in and unlocking rooms with smartphones are set to expand even further. This is why reliable, secure and comprehensive Wi-Fi connectivity is key to ensuring a successful hotel business – today and in the future.

Creating an ideal guest experience

There are currently eleven Adina Apartment Hotels in Europe. The Group envisions opening nearly 40 more locations in Europe by 2025. With new buildings planned for construction and the expanding scope of digital services throughout the hotel industry, Adina needed a solution that would provide high-performance Wi-Fi coverage for guests in all of its Apartment Hotels. As the group's existing Wi-Fi solution could no longer keep pace with today's rising demands, a network solution was required to meet the needs and wishes of the hotel's operations and its guests.

"Wi-Fi is no longer an extra - it's expected," says Georgios Ganitis, regional general manager of Adina Apartment Hotels. "If you check into a hotel today, and perhaps even spend months there, you expect stable, fast broadband internet that you can dial into quickly and easily."

It was especially important to the hotel group that the new Wi-Fi solution would perform powerfully and flawlessly, even when a large number of devices were dialled into it simultaneously. This was also the reason for creating

"One benefit of the new Wi-Fi infrastructure is its simple management: if we wish to change or adjust something, or install additional services, we can now implement it quickly and easily."

Georgios Ganitis
Regional General Manager,
Adina Apartment Hotels

two separate networks: one for hotel operations and one for hotel guests. Every apartment has to have a certain basic internet speed as hotel guests find long loading times or delays in establishing an internet connection annoying. Hotel staff also needs a strong, stable Wi-Fi connection in all areas of the Apartment Hotels as staff telephones, for example, also work via Wi-Fi. As a superior-class hotel group, Adina focuses on attractive design. This is why the system hardware was not to negatively affect the hotel interior and had to be located discretely.

Another challenge was that the Wi-Fi network had to be replaced in Adina's

existing premises with as little disruption as possible. In addition, the new technology was expected to be flexible, scalable, and able to grow and keep pace with the hotel's ever-changing needs.

Solution

In view of the planned new building projects and the existing unsatisfactory Wi-Fi solutions in its current hotels, Adina began searching for a professional solution. The experts at VINN GmbH presented the winning bid in a public tender. The Krefeld-based company's impressive, long-standing experience in hotel IT systems and in providing flexible and reliable service were among the reasons why they won the contract.

"Working with VINN has been really easy and has progressed quickly," Ganitis says. Their experts were able to offer us the exact solution that we wanted: an incredibly lean product that our hotel

guests find easy to use, although it has a relatively complex infrastructure behind the scenes. Not many providers have these solutions in their product line."

"The strong performance and ease of use of the solution were the decisive criteria as to why we opted for RUCKUS technology. The BeamFlex™ adaptive antenna technology integrated into the access points was particularly convincing," says Ralph Hadamek, director of business development at VINN GmbH. "Compared to other providers, we realised that this solution enables higher performance with fewer access points."

The big advantage of this adaptive antenna technology is that every signal is transmitted automatically along the most powerful path, thereby attenuating interferences. This enables significantly better performance and range, while cutting investment costs. Adina Hotels

have installed 750 RUCKUS indoor access points and 70 ICX switches with redundant power supplies to ensure fail-safe operation. With dual-band support (2.4 GHz/5 GHz), these access points empower reliable, high-performance Wi-Fi networks that are controlled by a cloud-based Wi-Fi controller.

In keeping with the corporate philosophy of VINN GmbH, as little hardware as possible is installed on-site. This reduces not only procurement costs but also expenditures for the hotel operator. Thanks to this centralised, cloud-based solution, VINN technicians can also provide the necessary support remotely and thus respond much faster to new wishes and customer requirements.

When it comes to digitalisation, the hotel industry lags behind other business sectors. To keep pace with future innovation and meet the needs of hotel guests, it is necessary to invest today in the technology of tomorrow. With this professional solution from RUCKUS, Adina Apartment Hotels have worked with VINN to lay the groundwork for apartment hotels of the future. New services such as mobile check-in, digital room keys via Bluetooth Low Energy (BLE) technology and smart control of air conditioning and lighting systems will become the norm in the years ahead. Thanks to CommScope and RUCKUS, Adina Apartment Hotels are optimally equipped for these new technologies.

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