


Cisco Enterprise Casestudy

Hotel Golkonda: *Business on the move... Wirelessly!!*



Adjudged as a three-star hotel, Hotel Golkonda is located in the heart of Hyderabad city. It is a recognized and well-regarded business hotel, with a standing of more than 15 years and capacity of 150 guest rooms.

Hotel Golkonda has recently invested in setting up a wireless "Hotspot" inside the Hotel. A full-fledged wireless LAN has been deployed across a total of 5 floors and expected to be covered the additional 2 floors with 6 more Access Points shortly. The key application is to provide Internet to the hotel guests at a charge of Rs. 200/- per day.

A total of 11 Cisco Aironet 1100 series Access Points were deployed across five floors in Hotel Golkonda – to deliver broadband connectivity to their guests. The Hotel also invested in five 350 Series Access Cards which could be rented out to guests who wanted to access the wireless LAN. This card could easily be fitted into the guest laptop, and this would allow them immediate access to the Internet. This facility could be access from the rooms, the business centres, the convention centre and even the restaurants!

Since the guests could expect to get connected to the network anywhere in the Hotel, it was necessary to optimize the wireless LAN network to ensure minimal co-channel interference, high through puts and seamless connectivity. This required a dilligent site survey – to ensure that Access Points were positioned in a way as to best resolve the challenges. Moreover, one of the critical requirements for setting up the wireless network was to ensure that the location of the Access Points was such as to not impact the aesthetic look of the Hotel.

Hotel Golkonda opted for Nipun - a Cisco Premier Reseller based out of Hyderabad - to design, deploy and maintain this solution. **R. Ramani, General Manager, Hotel Golkonda** said, "Nipun presented us with the concepts of WLAN based in IEEE 802.11b standards, as well as the recommended solution for us. Our focus when we were working on the solution with Nipun was to look at options that delivered the best throughputs and coverage range."

"The Project was completed within 8 weeks – which was slightly longer than the time what we expected. However, it must be said that post the execution, the entire network is smooth, problem-free and delivered seamless broadband connectivity." said **Srinivas, Manager – EDP, Hotel Golkonda**

Hotel Golkonda saw the implementation of wireless LAN as a critical business decision – to further the Hotel's positioning as a preferred business destination in Hyderabad. Importantly, the top management was closely involved during the entire process of evaluating and execution of the wireless LAN.

"The wireless LAN network is a key competitive differentiator, and we do believe that it will be a potential revenue generating service for us. The initial response to this service has been extremely encouraging. We expect this pioneering new service offering to enhance the room occupancy for out-station travelers as well as make our banquet and restaurant facilities more appealing to our customers from Hyderabad", said, **R. Ramani, General Manager, Hotel Golkonda**

Talking about the reasons for opting for Cisco & Nipun, **Ramani** said, "The decision to partner with Cisco & their premier reseller - Nipun - was critical to the entire process. Given that wireless LAN is a relatively new technology, it was critical for us to look for a proven vendor such as Cisco, as well as trained & certified premier reseller such as Nipun to implement the solution for us."

Talking about the Hotel's vision for customer satisfaction, **Suresh Reddy, Executive Director of Hotel Golkonda** said, "The decision to implement a wireless broadband network was so as to take Hotel Golkonda to the next-level in customer value provision. Our vision is to become a new-age destination for business travelers to Hyderabad, and the wireless network has enabled us to deliver an *innovative value-added anytime, anywhere access to broadband internet to our guests.*"