

Holiday Inn Express Benefits from Micron Wireless Network Complete with Nomadix Internet Access Gateway



ABOUT THE HOLIDAY INN EXPRESS, BANBURY

Holiday Inn Express, Banbury, is a 120-room hotel in the busy commercial town of Banbury, located near the M40 motorway between London and Birmingham. Built in 2007, the hotel quickly became the benchmark within the Holiday Inn Express brand for its high-quality voice and data applications. Micron Communications, provider of specialized voice and data solutions in the United Kingdom, has been Holiday Inn Express' chosen partner from the beginning.

CHALLENGE

To comply with evolving standards within the brand as well as the industry as a whole, Holiday Inn Express, Banbury, required a more flexible guest Internet access solution that would allocate higher bandwidth for guests willing to pay for it. The hotel also needed the ability to allow multiple device logins for its visitors.

“The data requirements of hoteliers have skyrocketed in the last 10 years due to the bring your own device (BYOD) trend, in which guests bring several devices with them and expect Internet access for each device. Because of this, it is more critical than ever that we enhance the network to offer more flexibility in managing an increased volume of traffic.”

– Jonny White

GROUP DEVELOPMENT MANAGER AT MICRON COMMUNICATIONS

**SOLUTION**

To meet the increased bandwidth demand placed upon the hotel, Micron built its own access portal, including a Nomadix AG 2400 gateway, to manage a network of Cisco wireless access points. This provided tiered capabilities, from a basic entry-level connection for guests who didn't require much bandwidth, to more bandwidth for guests who wished to conduct data-intensive activities such as streaming movies. It also provided a means for subscribers to link in to the core brand's own website.

**RESULTS****Improved Guest Satisfaction**

With the new solution, hotel guests were no longer restricted in the amount of bandwidth they consumed, with the option to pay for an advanced service that offered more bandwidth. And with a single code, guests could access the Internet on multiple devices as well as seamlessly move from wired to wireless without having to re-enter the code to stay connected. These features all led to an enhanced guest experience.

Increased Revenue

Thanks to the tiered capabilities offered with the new solution, Holiday Inn Express, Banbury, increased its revenue by 100 percent from the time of implementation.

Streamlined Operations

With the ability for guests to self-sign up and select the bandwidth they require, the front desk staff no longer had to authorize access codes. This freed up time for staff to do other tasks.

“When we encounter hotels that face bandwidth challenges and need reliable Internet access, Nomadix is the first name on the bill of materials. We've tried and tested so many Nomadix gateways and know they work. Our highly experienced team of engineers always deploy Nomadix solutions with ultimate confidence, knowing the products will be right for the job.”



– **Jake Scannell**
DIRECTOR OF MICRON COMMUNICATIONS

ABOUT NOMADIX

Nomadix offers gateways for seamless wired and wireless connectivity solutions across public access networks and enterprises. Powered by patented technology, Nomadix enables revenue generation and customization in a number of business models. With Nomadix, public access network providers are able to deploy cost-effective, secure and easy-to-use network services. Nomadix is a wholly owned subsidiary company of DOCOMO interTouch.

For more information, visit www.nomadix.com.