COMMSCOPE®

RUCKUS®

Improving connectivity for guests takes luxury hospitality to the next level for Apurva Kempinski Bali

Customer

Apurva Kempinski Bali

Country

Indonesia

Challenges

Apurva Kempinski Bali, a five-star hotel in Indonesia, had numerous Wi-Fi dead spots throughout the property, providing guests with a less-than-optimal experience and leading to frequent complaints. The hotel sought an advanced network infrastructure that would meet guests' needs, as well as those of employees who use point of sale (POS) applications. It needed a single high-performing network that would be flexible and scalable, evolving on demand to provide exceptional Wi-Fi service for years to come.

CommScope solution

The hotel chose CommScope's Ruckus® Wi-Fi access points (APs) to deliver stronger signal coverage to every corner of the property. With approximately 80 indoor and outdoor Ruckus APs, the resort would be able to provide more reliable Wi-Fi connections that would keep guests and employees connected throughout the 14-hectare (34.5-acre) site.

Hospitality depends on a best in-class network architecture

Founded in 1897, Kempinski Resorts is Europe's oldest luxury resort group, with a rich heritage of impeccable personal service and superb hospitality, complemented by the exclusivity and individuality of its properties. The Kempinski Resorts group comprises a portfolio of 77 five-star resorts and residences in 34 countries, of which the Apurva Kempinski Bali is a recent addition.

"Having poor Wi-Fi is unacceptable – much less, weak coverage and dead zones. What's more, simply having free Wi-Fi for guests and business travelers isn't enough; ensuring that they get high-quality and seamless coverage is far more important to the guest experience at Apurva Kempinski Bali."

Kelly Zakaria, IT Manager; Apurva Kempinski Bali

Standing atop the majestic cliffs of Nusa Dua in Indonesia, the Apurva Kempinski Bali is a five-star hotel in Bali that opened in early 2019. The property features 475 guest rooms, along with suites and villas, seven restaurants and a selection of oceanfront and ocean view wedding chapels.

Whether they travel for leisure or work, hotel guests want to be connected at all times. A poor Wi-Fi experience can lead to as many complaints as subpar customer service. As a result, Apurva Kempinski Bali sought to establish high-speed, seamless connectivity at its newest luxury hotel. Providing comprehensive coverage to every room and corridor, as well as public spaces that included the restaurants, swimming pools and beach areas, was a challenge, however.

Apurva Kempinski Bali had gaps and weak spots in Wi-Fi coverage across a property that spanned 14 hectares (34.5 acres). Areas, such as the rooftop bar, swimming pools and beach, often had weak connectivity, which is unacceptable for a luxury resort.

The hotel needed a solution that would perform reliably while minimizing costs and disruptions to business. With more than 550 employees, approximately 200 of whom required access to computers and mobile POS applications as part of their day-to-day duties, secure connectivity was equally important.

Apurva Kempinski Bali chose CommScope's Ruckus best-in-class network architecture, deploying approximately 80 indoor and outdoor Ruckus APs throughout the property, and replacing many existing APs and equipment from other companies.

Redefining the connected guest experience

The information technology (IT) team at Apurva Kempinski Bali worked with Data Trust, a PartnerPRO® Network provider,

to plan and design how CommScope would deploy the enterprise-grade Ruckus APs. Ruckus APs use several patented and proprietary technologies to deliver above-and-beyond performance. BeamFlex™ antenna technology improves the coverage area of each AP, while working in tandem with

This five-star resort sought five-star Wi-Fi.

ChannelFly™ dynamic channel management technology to enable more simultaneous users to have a seamless W-Fi experience. As another benefit, the access points' low profile didn't disrupt the carefully curated design and decorative elements throughout the hotel.

> "We're amazed and grateful for the level of support and service CommScope and Data Trust provided throughout the planning, installation and troubleshooting phases for the Apurva Kempinski Bali, and look forward to expanding our relationship with CommScope as we improve the connectivity infrastructure of our luxury property."
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> **Kelly Zakaria, IT Manager; Apurva Kempinski Bali**

The result was strong and reliable connectivity across the entire hotel property. The network demonstrated its stability and performance, easily handling more than 350 concurrent devices with just a single Ruckus AP during a large event held on the beach. Elsewhere on the hotel grounds, guests enjoyed excellent signal quality, whether at the lobby, rooftop bar, ballroom, executive lounge or restaurants.

Meanwhile, the fast and convenient connectivity enabled hotel employees to be much more productive in their day-to-day

tasks, allowing them to spend more time ensuring optimal guest satisfaction instead of troubleshooting the network and fielding related complaints.

The hotel plans to replace the remaining APs on-site with CommScope's Ruckus APs. As guests bring more connected devices along with them, including laptops, tablets and smartwatches, hotel employees can remain confident that CommScope's Ruckus solutions are more than sufficient to handle guest demands now and for the long term.

CommScope pushes the boundaries of communications technology with game-changing ideas and ground-breaking discoveries that spark profound human achievement. We collaborate with our customers and partners to design, create and build the world's most advanced networks. It is our passion and commitment to identify the next opportunity and realize a better tomorrow. Discover more at commscope.com

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DISTRIBUTER ZA ADRIA REGIJU:

AdriNet

AdriNet d.o.o.   Jaruščica 9a, 10000 Zagreb, Hrvatska
Tel. +385(0)1 8886 884   **Fax.** +385(0)1 8001 151
www.adrinet.hr