

WORLD CLASS WI-FI FOR HOTELS

Spectra transformed the Wi-Fi landscape for Radisson Blu
using Network-as-a-Service (NaaS)

SPECTRA

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“Radisson Blu values the guest experience above everything else. Spectra Managed Wi-Fi was instrumental in delivering uninterrupted connectivity in every corner of our hotel. We were impressed with the prompt service and customisability offered by Spectra.”

OM PRAKASH BIDASAR,
IT HEAD

01

The client

Radisson Blu is among India's leading hospitality providers, part of the global Radisson hotel chain. The company is focused on delivering superior hospitality experiences to business and leisure travelers.

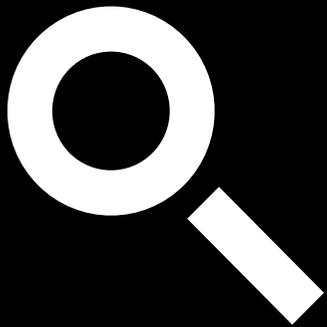
Radisson Blu Kaushambi is one of the premier accommodation options in Delhi NCR. Thanks to its strategic location and world-class amenities, it caters to a range of travelers around the year.

The company wanted to achieve

The group wanted to transform its Wi-Fi capabilities to boost guest loyalty and customer lifetime value.

02

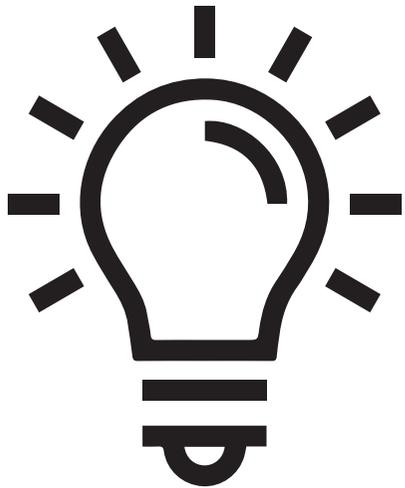
Key challenges



The hotel was looking to provide its guests with a seamless Wi-Fi experience. According to Forrester, 94% of business travelers view Wi-Fi as an important factor when choosing their preferred hotel. However, the existing network infrastructure was not in line with the vision of cutting-edge, value adding connectivity and faced the following issues:

- the need to obtain visibility into guests Wi-Fi usage
- no clear owner for network issues
- bringing down the quality of experience
- lack of clear line of ownership for resolving network issues,
- dependence on several hardware vendors & service providers
- multiple lease lines with no single point of contact, legacy technology unsuited to real-time cloud access.

With 147 rooms and a variety of common spaces like restaurants, lobbies, banquet halls etc., the client needed a flexible network solution that could be configured as needed.



The solution

Spectra analysed the network landscape at Radisson Blu Kaushambi and determined that Network-as-a-Service would be the best fit solution. It would reduce the hotel's dependency on multiple service providers, allowing it to benefit from a low effort, zero CAPEX managed solution.

We recommended Spectra's Managed Wi-Fi to address the hotel's myriad network requirements and meet/exceed guest expectations.

The solution was implemented after detailed site surveys at the Kaushambi property and customised radio Frequency (RF) planning. This helped Spectra to optimise the AP signal strength and coverage while initiating a fully managed network infrastructure installation.

Our industry-specific approach ensured that Spectra's Managed Wi-Fi was attuned to the needs of the hospitality sector-for example, enabling interoperability with the hotel's billing software and IP-based video surveillance across hotel spaces.

Radisson Blu Kaushambi was able to unlock new revenue opportunities by offering paid internet to non-resident guests in its restaurants and banquets.

Key components



A software-defined
architecture



Round the clock
monitoring by
Spectra SOC



Analytics portal
for guests usage
monitoring



Expansive
coverage across
the property



Automated link
switchover for
maximum uptime



A single SPOC to
own end-user
and IT issues

The Outcome

Radisson Blu Kaushambi connected its entire property using Spectra's NaaS based Managed Wi-Fi and the outcome was as follows



Significant savings in network ownership



A dramatic reduction in business downtime



Enhanced customer satisfaction due to a seamless experience



Accelerated onboarding of new employees, residents & guests



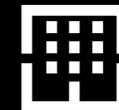
Easy integration with the hotel's existing digital ecosystem



The potential to expand into a full-scale NaaS with minimum CAPEX



Eliminated deadspots in the property



Integration with Property Management System (PMS) for unified connectivity

Contact us



Rajat Arora

Chief Commercial Officer



Sanjeev Jamba

Business Head



Piyanshu Agarwal

Product Manager - Managed Wi-Fi

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About Spectra

#1

Top Brand on Netflix
ISP Speed Index

1 Gbps

Speed for each home
& business customer

ILD-X

International gateway
for voice & data

230+

POP'S connecting 300K
homes & 100K business pass

24x7

Round the clock managed
service operations

5,000 KMs

of core & access optical fiber

Our Approach

Our belief is to help our clients make better decisions for their businesses. We follow an end-to-end design and management approach called CAsE. CAsE forms the core ideology of serving our clients. With every client, we cultivate the relationship as an advisor. Spectra takes care of everything from designing and implementing your network, to monitoring and managing its operation, including maintenance and repair backed by a robust account management process.

solutions@spectra.co

spectra.co