

Case Study: Holiday Inn Location Goes with Wireless Network

Time Warner Cable Deploys Wireless Distribution of High-Speed Internet Services

A Holiday Inn location in Portland, ME approached their Cable provider with the desire to offer Broadband Internet access to its guests. Time Warner Cable, a top tier Cable service provider, turned to SOHware for the solution. As a commercial account, the Holiday Inn facility fell under the responsibility of Time Warner's innovative commercial division in New England who, in turn, provided complete site analysis and installation management to assure that Holiday Inn would be satisfied.

The facility, known as Holiday Inn Portland by the Bay, is a major vacationing and convention services location in the Portland area. There are 11 floors of guest rooms and complete recreation and meeting room suites. However, the building was not of recent enough construction to include Category 5 Ethernet distribution, which Time Warner realized would be an ideal opportunity to deploy a wireless solution.



AOL Time Warner



Holiday Inn Portland by the Bay

By partnering with SOHware, Time Warner was able to access specialized wireless networking solutions that offered Holiday Inn three critical feature advantages:

- **Plug and play network access for guests**
- **Innovative scalability to allow deployment of services as needed throughout the facility**
- **High performance to price**

To Holiday Inn, providing its clientele with wireless facility roaming and in-room high-speed Internet access was an attractive amenity seen as essential to keeping an edge on regional competition.

How it works

SOHOfware wireless Access Points have been deployed on each floor of the multi-story hotel to achieve total facility coverage. Guests may access the network wirelessly using 802.11b enabled laptops or any device using a Wi-Fi compliant adapter card. Connectivity is maintained even while roaming from one area of the facility to another.

For guests who need a wired connection, they receive a simple device, known as a Wireless Ethernet Client (WEC), upon request at check-in. The compact, portable WEC provides a single Ethernet port for connecting a laptop computer, while built-in wireless bridging technology finds and connects to the nearest Access Point, automatically. The Guest neither makes configuration changes to their PC nor loads any drivers.



Central to the guest access process is a specialized authentication device that provides dynamic address translation. The device, an Internet Subscriber Server, intelligently accepts the current network settings of the connecting computer and redirects that computer to the Internet. This allows the hotel to eliminate potential support headaches associated with network setting complexity and provides the option to direct each guest through a predetermined portal location (specific URL) for marketing purposes, if desired. Whether guests use a wired or wireless connection, the Subscriber Server assures they experience no-hassle broadband Internet access anywhere in the hotel.

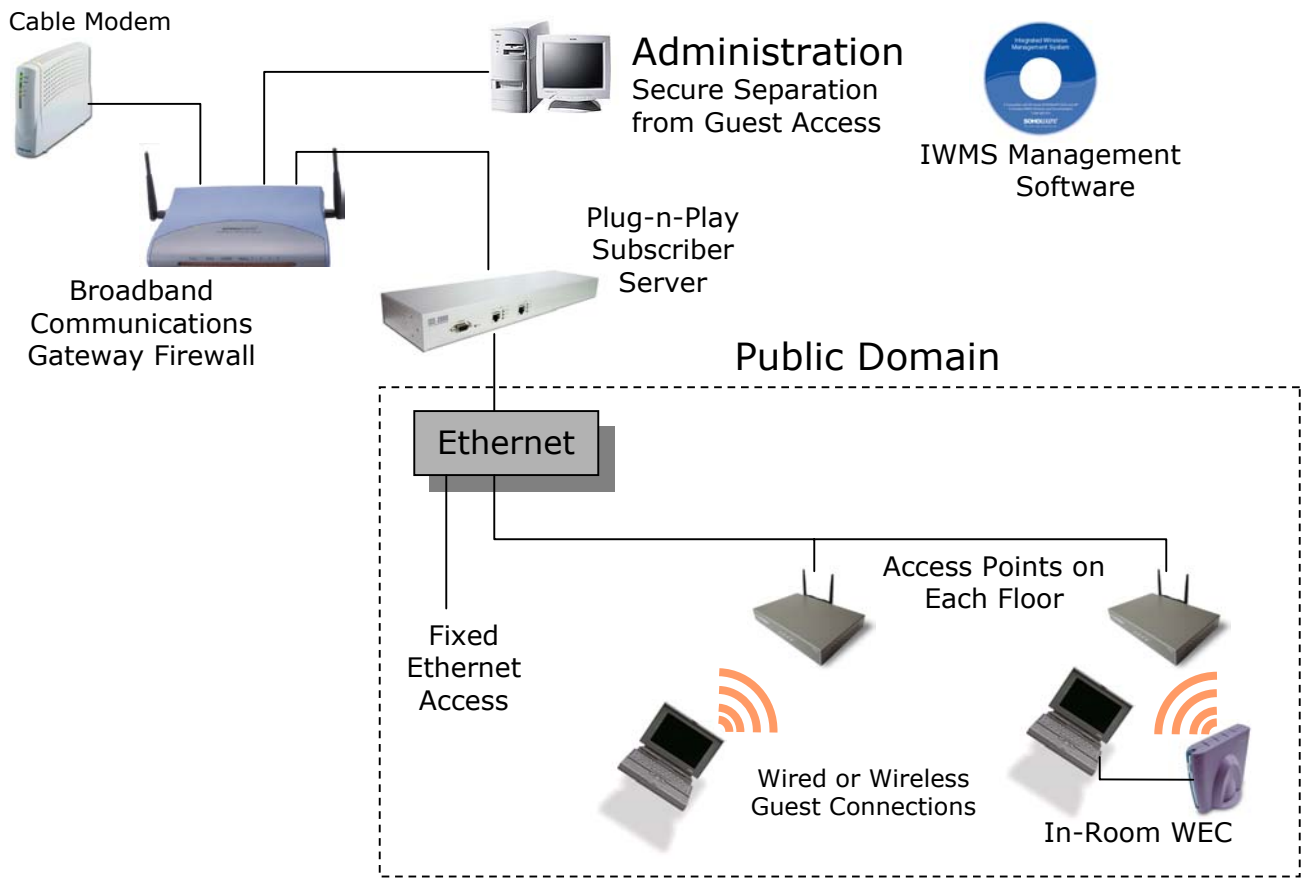


Portland by the Bay Main Lobby

As Holiday Inn chose to provide Broadband services as an amenity, they configured the Server to disable the guest user name / password login feature. If desired, the Server can provide scaled authentication including RADIUS client tie-in with corporate databases.

Finally, at the back end of the hotel's network is a Broadband Communications Gateway selected for its business-level Firewall protection and remote management support to assist Time Warner's technical support staff.

The result for Holiday Inn is a comprehensive end to end network solution that is flexible, scalable and an ideal showcase of their guest services.



Deployment Solution

The above scenario depicts the initial solution deployed by Time Warner Cable. SOHware provided the following models:

- Broadband Communications Gateway (BCG700)
- Internet Subscriber Server (WLH200)
- 802.11b Access Points (WLA660)
- Wireless Ethernet Clients (WECs) (WLC261)
- Management software for local configuration (IWMS)

