

## CASE STUDY

# PULITZER

## AMSTERDAM



### OVERVIEW

Located in Amsterdam, Netherlands the prestigious Pulitzer Hotel dates back to the Golden Age. The hotel is set within 25 restored 17th and 18th century houses that once set the scene for prosperous business deals between trade merchants and played home to the decadent and flamboyant lives of Dutch aristocrats.

### REQUIREMENTS

- To provide high capacity and streaming video to all clients
- Reliable network that meets the high density needs of clients anywhere within the hotel
- Easy deployment and network maintenance

### SOLUTION

- Deployed H500 in all the rooms, 30 R500 in the public spaces, 1 R700 in the general meeting room and 1 T301-S outdoor access point
- Installed the SmartZone 100 to manage the access points

### BENEFITS

- Able to provide free Wi-Fi and IP television in all the rooms with a link to the minibar
- All offices and business systems are connected to the combined Ruckus/Juniper network
- Seamless roaming experience throughout the entire hotel
- Enhanced customer experience

## AN EASY TO MANAGE NETWORK WHILE KEEPING GUESTS CONNECTED

Whether you're planning a business trip or a vacation, one of the most important decisions is which hotel you plan to stay at during your time of visit. Today, hotel guests rank Wi-Fi access higher than every other amenity, including free parking and complimentary breakfast. Guests have the expectation of having reliable Wi-Fi when staying at a hotel just as much as getting a good night's sleep. Nothing is more frustrating to hotel guests than battling with an irregular Wi-Fi connection. In fact, in a lot of cases having poor Wi-Fi quality and upset customers will negatively affect the hotel's return on investment (ROI), hence the need for reliable Wi-Fi.

### CHALLENGE

Located in Amsterdam, Netherlands the prestigious Pulitzer Hotel dates back to the Golden Age. The hotel is set within 25 restored 17th and 18th century houses that once set the scene for prosperous business deals between trade merchants and played home to the decadent and flamboyant lives of Dutch aristocrats. Pulitzer was dealing with an outdated network and was looking to future proof their infrastructure. They were spending too much time solving issues on their Wi-Fi network and getting complaints every day.

In today's technology world you're judged on the quality of your Wi-Fi. In hotels, this is especially true since they frequently deal with business people whose online needs are essential or travelers who simply want to connect with family and friends back home.

"Guest satisfaction is our top priority and Wi-Fi is one of the first things that guests ask about when visiting the hotel. If guests don't experience good Wi-Fi coverage, that's an enormous disappointment; it's just as important as a good bed," said Dominic de Boer, IT manager at Pulitzer Amsterdam.

Hotel guests don't only want to communicate on their mobile devices without problems through Wi-Fi but they also attach great value to entertainment. For hotels, the role of entertainment has drastically changed. Pulitzer has seen an explosion of growth in the usage of Wi-Fi within the hotel. People are bringing up to 2-4 mobile devices per person with an emphasis on the importance of entertainment.

"The role of entertainment for hotels has changed dramatically," says De Boer. "Previously, we were able to offer a pay-per-view system that allows people movies, but its use has declined rapidly. Now everyone brings mobile devices to use not only for work and email but also to watch movies and television series. That's asking a lot out of the network. When I started here



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### MARCEL ROOVERS

Account Manager, DeLorentz & Partners

eight years ago, we had a 20 MB line for the whole hotel. Currently we are at 500 MB, but if we are completely open, we are going to 1GB. Those are huge differences.”

With the renovation of the hotel, it was the perfect time to address the aged IT infrastructure and to engage with the digitized trend.

### SOLUTION

Turning to partner DeLorentz & Partners for help, the search was on to find a vendor who could meet the needs of the hotel. A wired network of Juniper products was chosen and Ruckus Wireless was the clear winner for the new Wi-Fi network based on its easy installment and superior products. DeLorentz designed and implemented a completely new infrastructure based on the specific requirements of Pulitzer Amsterdam using the Juniper and Ruckus Wireless products to provide all 227 rooms with the best possible Internet connectivity.

“In those requirements we’ve included a share of our own experiences. Thus, we have taken into account the aspect of security, which is currently not a hot item in hotels. Security at hotels is no sinecure, balancing with so many systems,” states Marcel Roovers, account manager at DeLorentz & Partners.

All rooms are equipped with the Ruckus ZoneFlex H500 access points which is specifically designed for the hospitality market. The ZoneFlex H500 features integrated 2.4GHz and 5GHz concurrent connectivity with BeamFlex+, five wired Ethernet ports, PoE output and a pass-through feature for devices such as digital phones that require native access to a PBX system. The H500 is easy to mount and has a sleek form factor which is perfect for hotels. In 30 of the public spaces, the ZoneFlex R500 access points were installed combining patented adaptive antenna technology and automatic interference mitigation to deliver consistent, predictable performance at extended ranges with up to an additional 4dB of BeamFlex gain on top of the physical antenna gain and up to 10dB of interference mitigation. Also, 1 R700 access point is placed in the general meeting room and a T301-S outdoor access point is mounted on the roof.

Managing the access points is the Ruckus SmartZone 100. The SZ100 helps to deliver an optimal wireless experience allowing up to 25,000 clients per access point and is easy to manage.

With this new network, Pulitzer is able to provide free Wi-Fi as well as IP television in all the rooms with a link to the minibar. All of the offices and business systems are now connected to the combined Ruckus / Juniper network.

“Before, everything was strictly separated,” De Boer explains. “There was a separate network for the offices which offered no wireless connectivity. For the guests there was another network on separate switches in which different antennas were used without use of a controller. Because of the older cabling, we could not offer services such as IP television. Now that we have addressed the problem and fixed it, customer satisfaction has soared and previous complaints about the Wi-Fi have vanished.”

The new network has everything linked—the reservations system, security cameras, building management, telephone traffic along with the IP-TV and minibar. However, the challenge was that Pulitzer also wanted to facilitate communication to have certain parts closed off from each other. “We have



therefore constructed new layers of infrastructure in the network, similar to a highway, in which systems communicate at different speeds. The Juniper firewall determines which exits on the roads can be used. So in other words, it regulates which systems will have regular contact with each other. This makes management very easy and we minimize the impact when it goes wrong somewhere,” states Roover.

As with many older buildings, density is an issue so doing a site survey provides for the perfect design to get the most out of the network. “This implementation was a challenge because of the construction style of the hundreds of years old canal houses—built with very thick walls. The Wi-Fi specialists, Delorentz, took measurements throughout the hotel to ensure a good Wi-Fi signal. Now you can walk through the whole hotel with your smartphone without losing the signal,” states Roovers.

The new network has created a great customer experience for all who stay at the Pulitzer Hotel. We haven’t had any complaints and keeping an eye on the network has been a piece of cake via a cloud-based interface and troubleshooting software.

Roover concludes, “The design of the network combined with training in network management to IT management, reduces the likelihood of major problems to zero. We have been working for years with Ruckus because they prove time and again in the hospitality market to be the best choice with distinctive and patented technologies. For Pulitzer in Amsterdam, we went with a future-proof network that can be extended in the future—thanks to a wealth of technical possibilities.”

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