

“ As part of our strategy we identified that in-room internet access was going to become an increasingly requested feature ”

Garry McKenzie, Managing Director, Dreamtime Resorts

Dreamtime Resorts Group selects Votech Industries and NetComm Limited for in-room internet access solutions



Challenge:

Dreamtime Resorts, a Queensland based property group, managing 20 properties between Sydney and Cairns wanted to add in-room internet access to their properties. Dreamtime Resorts wanted a solution that was cost effective, scalable, supportable and one that could be replicated across multiple sites with similar set up so that it could be easily managed.

Dreamtime Resorts ideally wanted a solution that could be retro fitted to their sites, without the need for major guest inconvenience and ideally one that required no major structural work to the buildings.

Solution:

After evaluating various providers of in room internet solutions, Dreamtime Resorts managing Director Garry McKenzie settled on Votech Industries as their reseller partner for the job.

“Votech Industries is a Queensland based organization who had experience in installing the styles of equipment that we required” said Garry. “Votech were able to offer us a solution that we could see made business sense, used our existing infrastructure without the need to retrofit any new cables and offered an installation program that offered minimal disruption to our guests.”

Votech recommended a NetComm NCT480 DSLAM solution. The NCT480 offered a small and compact unit that would use the telephone wires that were already in the building to send ADSL/internet into each room. The solution offered the ability to bill each room based on a guests time usage and that those details were posted into the hotels property management system. The solution is seamless to the hotel reception staff with no for personal interaction with the guest for them to be able to gain access and for the information to post onto their bill.

“Votech also offered the ability to service our guests whilst they were in their room with technical support during our key usage periods. This offered us the unique situation where we did not have to train our staff at all, we knew that they could call Votech and that they would sort out any issues that the guests were having” said McKenzie.

Products:

- NetComm NCT480 – 48 port IP DSLAM
- NetComm NB1 ADSL 2 modems
- NetComm IAC4500 Internet Access Controller
- Net Retriever software for PMS integration
- Broadband Available in-room guest support
- ADSL internet connection

Key Benefits:

- A proven and reliable solution
- Dreamtime can provide chargeable internet access to their guests
- Minimise front desk calls regarding common technical support issues such as network connections and laptop issues
- Integrated with the existing PABX system and used existing telephone wiring in the building
- Provides guests with access to the latest technology and in-room internet access
- Generates a new revenue stream for the hotel



Dreamtime Resorts is a Queensland based property management group managing the rights for 20 buildings across Australia. Having properties from Sydney through to Cairns, the company is a new and emerging player in the family apartment style resort accommodation market across Australia.

With 20 properties Dreamtime Resorts looks to cater to the longer stay accommodation market, with many reservations being for a week or more. As part of this demographic, the Dreamtime sites offer stylish accommodation, swimming pools, BBQ areas, spas, tennis courts and many other amenities. Dreamtime Resorts Managing Director Gary McKenzie realised that one additional amenity being requested frequently by guests was internet access within the room or apartment.

"We were finding that guests were looking for additional services outside of the traditional amenities offered by hotels in the past" said McKenzie. "As part of our strategy we identified that in-room internet access was going to become a frequently requested feature and as such we began looking at options on how to achieve this goal."

"When assessing options for internet access we realized that there were many factors involved in the decision making process. Many of our sites are solid concrete and are multi storey, a limitation that was highlighted to us as potential problem if we were to implement wireless solutions. Dreamtime properties average high occupancy and we wanted to minimise any disruption to our guests stays, and also to ensure that we did not lose bookings due to works needing to be carried out in rooms for extended periods. Also many of our properties have recently been refurbished or are new, so we ideally wanted a solution that would not affect the cosmetic appearance of our buildings through the running of cables or the installation of large devices that could be seen by our guests" said McKenzie.

"We narrowed our choices down to a few service providers and eventually selected the services of Votech Industries as our implementation partner. "Votech Industries is a Queensland based organization, so they were local to us and understood our market and they had experience in installing the styles of equipment that we required, in other sites in the area" said Garry. "Votech were able to offer us a solution that we could see made business sense, used our existing

infrastructure without the need to retrofit any new cables and offered an installation program that offered minimal disruption to our guests."

The solution recommended by Votech was provided by NetComm, and involved many of the devices offered in the NetComm Hospitality Suite of products that the company has been marketing since 2005. The main product involved in the installation was an NCT480 DSLAM solution, which uses the existing CAT3, copper telephone wires in a building to carry ADSL from a common point, generally a sites communications hub, through to each room.

"Many hotel and motel sites already have CAT3 wiring as it was a mandatory edition to most constructions" said Rochelle White, Channel Manager Infrastructure at NetComm. "Our Hospitality Solutions suite has identified a market opportunity for properties to be able to add internet access to their sites without the need for major refurb work, or to lay large amounts of new cabling" said White.

"Our DSLAM technology is well proven and is identical to the technology used by Internet Service Providers globally to deliver ADSL and telephony on the same telephone wire to business and residential customers. NetComm have taken the technology and shrunk the units from a multi thousand port device that would be used by a telecommunications provider, down to 24, 48 and through to 288, sizes that make sense in a hotel/motel environment" she said.

Alex Voevodin, General Manager of Votech Industries, sees that the DSLAM offers a price competitive option to his clients, as well as a service that can offer some reliability of the connection to the guest. "We are involved in visiting and meeting with many hotel groups through our business. There is a general assumption that hotels have to offer wireless, however we find that wireless solutions are not always what is best for a site. To do a wireless installation properly, in some cases can cost more than a wired solution, and as we know with wireless coverage is quite often an issue, as is working with guests who may be unfamiliar with how to connect and work with wireless in an environment that is not their home or office. In many instances our technical support centre takes 5 calls regarding wireless connections that we support, compared to 1 technical support call for a wired connection" he said.

"We have been working with NetComm equipment since its launch and we have found that in addition to NetComm being a local Australian company with great technical support, the equipment works well and offers an easy to use and to us most importantly, a solution that is easy to support, because at the end of the day my staff are the one that takes the calls from the guests and the hotel when there is a problem and I like to keep my problems to a minimum" said Voevodin.

"The NetComm solution offers a small and compact unit that uses existing telephone wires that the site already has in the building to send ADSL/internet into each room, where there is a modem located with blue Ethernet cable for the guest to connect to in the room. To us it means no cabling and a quick installation. The NetComm solution offers the ability to bill each room based on a guests time usage, and those details can

then be posted into the property management system used by the hotel. The solution is seamless as the hotel reception staff have no interaction with the guest for them to be able to gain access and for the information to post onto their bill. This seamless transaction means that my client (Dreamtime) can get on with running their business "

"To us the support offered by Votech was key in our decision making" , said McKenzie. "Votech offered the ability to service our guests whilst they were in their room with technical support during our key usage periods. This offered us the unique situation where we did not have to train our staff at all, we knew that they could call Votech and that they would sort out any issues that the guests were having"

"Overall the solution has now been rolled out across 6 of our sites with plans for more between now and Christmas" said McKenzie. "The solution from Votech has provided us with something that we can support easily, we can replicate across sites so that we have common infrastructure and that offers our guests support when they need it that does not come at the expense of needing our in-house staff at each site to be fully trained in connecting to the internet. I would recommend the solution as one that is well designed, easy to understand and to use, most importantly, a service that our customers want and that offers us a revenue stream" said McKenzie.

