

“ If we didn't provide broadband internet access as a facility, our guests would go somewhere else that could ”

David Summers, General Manager

## Xanadu Holiday Resort selects Votech Industries and NetComm Limited for in-room internet access solutions



### Challenge:

Xanadu Holiday Resort is a 5 star holiday destination based on Queensland's Gold Coast. As a leading holiday destination for holiday makers and business travellers as well as international clientele from the growing Gold Coast film and television industry including actors, directors, writers Xanadu identified that they needed to ensure that they were providing every guest amenity possible to maintain guest satisfaction. Xanadu identified that in room broadband was a service that all of their guests needed to have and if they could not provide the service, their clientele would go somewhere else.

### Solution:

After evaluating various providers of in room internet solutions, Xanadu Holiday Resort, General Manager, David Summers selected Votech Industries as their reseller partner for the job.

“We went to market to get an understanding of what was available to us in order to provide internet access to our guests. We had spoken to our PMS system provider, Hirim who had done some work with a company called Votech. To us the technology was secondary, we wanted a solution that provided us with the access we needed, we wanted it simple and we wanted it supported so that there was no element required for our staff to handle internet access enquiries and we wanted something that was not going to date too quickly” said Summers.

“Votech was able to recommend a solution that could use the infrastructure that we had on site, we had already preemptively cabled the building when it was built and we had spare cables that we could use to carry data.”

Votech recommended the NetComm IAC4500 Internet Access Controller combined with a number of NP2624M 24 port managed VLAN switches. The Xanadu site has 2 towers which each house 75 apartments. Votech installed a switch on every third floor, which connected back to a master switch in the basement of each

building. The switch was then connected to the IAC4500 Internet Access Controller which managed guests access based on acceptance of charges. The solution also offered the ability to bill each room based on a guest's time usage and that those details were posted into our property management system Hirim.

“The solution was seamless to our hotel reception staff as in the room the guest plugged in their laptop, selected their time allotment, which we stipulated and when the guest accepted the charges the information would post onto their bill. A guest could use the access and know that the time that they choose would be posted to their bill and be there when they checked out” said Summers.

Votech also offered the ability to service guests whilst they were in their room with technical support during key usage periods. This offered the hotel the unique situation where they did not have to train any of the staff as guests could call Votech to sort out any issues that the guests were having.

### Products:

- NetComm IAC4500 Internet Access Controller
- NP2624M 24 port VLAN tagging Managed Switch
- Net Retriever software for PMS integration
- Broadband Available in-room guest support
- ADSL2+ internet connection

### Key Benefits:

- A proven and reliable solution
- Xanadu can provide chargeable internet access to their guests
- Minimise front desk calls regarding common technical support issues such as network connections and laptop issues
- Provides guests with access to the latest technology and in-room internet access
- Generates a new revenue stream for the hotel
- Attracts guests that must have internet access available at their choice of accommodation



# Xanadu Holiday Resort is a 5 star holiday destination based on Queensland's Gold Coast. With a prime position on Main Beach and offering 360 degree views of the Gold Coast, Xanadu is a leading holiday destination.

With a clientele made up of holiday makers, business travellers, international tourists, members of the Gold Coast film and television industry including actors, directors, writers, as well as being a premium location for the Gold Coast Indy Festival, Xanadu identified that they needed to ensure that they were providing every guest amenity possible to maintain guest satisfaction. Xanadu identified that in-room broadband was a service that all of their guests needed to have and if they could not provide the service, their clientele would go somewhere else.

"Xanadu is a recognised 5 star property" said General Manager, David Summers. "With a 5 star rating and the style of clientele that we attract, internet access is an amenity that they expect, not just one that they would like to have. Internet access is an every day commodity product now, just like room service and tv, our guests demand it, and they are also willing to pay for a good quality service."

"When the building was constructed Cat5 cabling had been run, so we had a medium we could use to get to the rooms, we just needed a solution to get internet access up the cable, and also a way that we could track usage and bill accordingly".

"During a conversation we had with our PMS supplier Hirus, we spoke of our desire to provide internet access and they referred us to Votech, a company that they knew that specialized in the style of service we were looking for".

"Votech was able to recommend a solution that could use the infrastructure that we had on site as well as meeting the other requirements that we had, which were a way to measure access, a way to charge for it, something that would be simple to administer and required little input from our staff in terms of management. Votech was also able to offer in-room collateral to promote/explain the service and a support line for the guest to call, should they have any problems accessing the system. It really was a complete solution" said Summers.

Alex Voevodin, Managing Director of Votech Industries met with Xanadu and assessed their requirements. "I recognised that the site had extensive cabling in the building already. What the site needed was the equipment to connect to the cable to offer the solution that they were seeking". The solution came in the form of an IAC4500 from NetComm. "The IAC4500 is perfect for sites that already have CAT5 cabling" said Alex. The

device allows users access to the internet based on payment of a time period. "Xanadu is a long and short stay property, so it is common for them to have guests staying in excess of a week. What the site needed was something that was versatile and robust. The IAC4500 from NetComm offers the ability to have up to 10 billing profiles, so we have given the site a number of options; including ¼ hourly, hourly, daily, weekly and monthly" said Alex. "This billing flexibility has been a strength because the site can tailor the periods of billing based on the clientele requirements, and offers greater flexibility than some of the other options in the market that only offer either 1 hour or 24 hours, which would not have been suitable for this site" he said.

In conjunction with the IAC, Votech installed a number of the NetComm NP2624M 24 port managed VLAN switches. The buildings cabling allowed for a switch on every third floor that are all connected to a master switch in the communications room and then through to the IAC4500 and out to the internet. The VLAN switches allow for port location mapping, a feature that can tell the hotels billing system Hirus when a room has used the internet and bill the guest accordingly. All of the options can be seen by the guests and they can select what option best suits them. As soon as a guest accepts a pricing plan the NetComm equipment will take the charge and post it straight through to the guests bill in the property management system. In this case the site also installed the Net Retriever software from Votech to ensure compatibility of information transfer between the IAC4500 and the Hirus property management system.

Voevodin and his installers worked on site for two days, installing the NetComm solution from start to finish in just over 20 hours. "The main part of the installation was the walking up and down between the buildings to install the switches. Most of the configuration can be done from a remote console so it did not require each switch to be programmed in situ, we could connect all of the cables and the programme the devices and bring them online from the comms room. All of the devices have a web based management interface as well, which means that they can also be remotely managed if required"

Another factor in the Xanadu decision was the fact that the site would keep the revenue from the system. "We looked at other solutions whilst we were assessing our options. The solution that Votech proposed meant that Xanadu would keep 100% of the revenue generated and not have a silent partner controlling and sharing the revenue from our system. As the hotel also owns all of the equipment, all of the revenue, once we have made the monthly repayments, is profit. Based on our monthly revenues, we managed to get an ROI within 11 months and now it is all profit. We are seeing a few thousand a month come through the system and we are averaging around 140 to 150 users per month" said Summers.

"To us this is a good business model as we have flexibility to move the pricing if we need to, we can offer free access to regular customers and it is a service that our guests were demanding".

Xanadu also signed up for the in-room support that is offered through Votech, which offers unlimited technical support for guests accessing the in-room internet for a

small fee per room per month, an option that relieves the property of having to worry about the service at all. "We find that as this is a core strength of our business we can sort the guests out very quickly" said Voevodin. "This is our day to day business and we know exactly how to solve most connectivity problems that may arise. and if needed, we have the technical support of NetComm's engineers to back us up. To a hotel having guests coming to reception all day and night about connecting to the internet is a sites worst nightmare as their staff are not trained in this area and it can lead to very frustrated and upset guests. Promoting Internet availability then having the guest unable to get a smooth connection, for whatever reason, is worse than not having it at all" he said.

