



LANDMARK, 5-STAR VIETNAMESE HOTEL OFFERS GUESTS SUPERIOR INTERNET EXPERIENCE WITH NOMADIX GATEWAY

“Since changing to Nomadix’s gateway, NDPHR has benefited from a better guest internet experience, which has led to more satisfied customers. We have been very impressed with the results.”

– Le Quang Nhan,
IT Manager, AccorHotels

ABOUT NOVOTEL DANANG PREMIER HAN RIVER HOTEL

The 5-star Novotel Danang Premier Han River (NDPHR) is a landmark, 37-story hotel located on the West bank of the Han River in Danang, Vietnam. Situated along the Bach Dang Promenade, the hotel offers panoramic views of the city and the surrounding mountains and beaches. Its close proximity to UNESCO World Heritage sites, such as Hoi An and My Son sanctuary, as well as a number of world-class golf courses, makes it an ideal destination for leisure travelers. NDPHR is managed by AccorHotels, a French multinational hotel group that owns, operates and franchises more than 3,700 hotels in 95 countries.

CHALLENGE

When it comes to providing guests with internet access – both wired and wireless – AccorHotels expects a certain standard of internet quality at its properties. NDPHR was not meeting this standard with its existing solution. The network was unstable. Bandwidth was not able to be customized by user. Important features, such as a welcome page, were lacking. These limitations affected the overall quality of the internet experience, which caused dissatisfaction among guests. A change was needed.

SOLUTION

There were a number of considerations when selecting a new solution to manage guest internet access at NDPHR. The new gateway needed to be able to support connection to a large number of mobile devices. It also needed to provide the IT staff with the ability to monitor and control bandwidth so that each user would get optimum access and performance. Internet service provider NetNam recommended that NDPHR select the high-end gateway from Nomadix.

The Nomadix high-end gateway smoothly integrated with NDPHR's existing technologies, including the hotel's PMS, OPERA, as well as the AAA (authentication, authorization and accounting) software provided by NetNam. Very minimal training was needed of the IT staff to get the new gateway up and running.

The scalability of the Nomadix high-end gateway has enabled NDPHR to support up to 8,000 simultaneous devices – and its more than 3 Gbp/s throughput has allowed the hotel to meet the high bandwidth demands being placed upon the network. The Nomadix high-end gateway's range of bandwidth conservation and management tools have enabled the hotel to effectively stretch its available bandwidth to ensure that the quality of the connection is optimum, that each user receives fair access, and that users who pay for a superior connection receive a superior connection. NDPHR can also now classify customers using their log-in information and tailor bandwidth accordingly – by class of user, group, subscriber or device, or by a combination of all of these.

A user-friendly welcome page provides guests with one-click authentication for easy internet access and also records guest information such as name and e-mail. This information is added to the hotel's database for future marketing purposes.

RESULTS

GREATER GUEST SATISFACTION AND LOYALTY

The reliability of the Nomadix high-end gateway – and its ability to manage and allocate bandwidth – has greatly improved the quality of internet service. This has led to a high level of satisfaction among guests and an increase in customer loyalty.

SETTING THE STANDARD

The enhanced quality of the internet experience at NDPHR has effectively met the standards expected of a 5-star hotel. It has also met the expectations of parent company AccorHotels and provided a model for other AccorHotels properties to follow.

ABOUT NOMADIX

Nomadix's commitment to high-speed internet access and bandwidth management technologies is exemplified by its family of internet access gateways and deep-packet inspection appliances. The company's internet gateways can support the deployment of networks with up to 8,000 simultaneous mobile devices. Its Alloc8 – X Series can support up to 10GB of data throughput. With Nomadix, properties can effectively allocate bandwidth and optimally manage and monetize its network access to provide a world-class internet experience for its guests. For more information, visit www.nomadix.com.