Great Wi-Fi keeps guests coming back

Expo Hotels wanted a bigger share of business visitors to Barcelona. Mobility was a must-have. Cisco® High Density Experience made it possible

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>
> **Francisco Vargas, IT Director, Expo Hotels**

Superfast Wi-Fi is a must-have for today's business and leisure travelers. Expo Hotels beat the best in Barcelona by sharpening its competitive edge. Put through its paces by the mobile industry's largest event, our wireless solution did everything asked of it - and more.

Challenges	• Upgrade Wi-Fi experience to increase new and repeat bookings • Meet growing demand from users to connect using any device • Scale to accommodate groups from holidaymakers to business conferences

A population of 1.5 million makes Barcelona the largest city on the Mediterranean. Add a warm climate and 400,000 square meters of exhibition space, and it's easy to see why it attracts corporate conventions. They don't come much bigger than the annual GSMA Mobile World Congress. The March 2015 event pulled in more than 90,000 delegates. Competition between hotels for customers was keen.

In its three Barcelona establishments, Expo Hotels wanted to stand out from the crowd. That's why it chose to replace its outdated Wi-Fi system.

Francisco Vargas, IT director, says: "The demand for connectivity rises every year. Guests are more mobile. They want to keep in touch with work, family, and friends. And they expect a hotel's Wi-Fi experience to be at least as good as the one they enjoy at home."

Case Study | Expo Hotels

Size: 1500 employees	Location: Spain	Industry: Hospitality

Expo Hotels wanted the scalability and flexibility to cater comfortably for every eventuality. Our answer offered an unrivalled experience

Solutions	• Cisco High Density Experience
	• Cisco Aironet® 1602i and 2602E Access Points
	• Cisco 5508 Wireless Controller

A solution fit for every user

The Expo Hotels habitat ranges from open spaces and theatres to restaurants and conference rooms. The 2015 Mobile Congress saw over 1000 guests, many with more than one mobile device. There were people on holiday, too, streaming music and video, and sharing photos over social media.

Decrease in user setup times

From 8 hours to 5 minutes

A key commercial differentiator

The new Cisco wireless network has 375 access points, all managed centrally. "It's designed to cater for every situation and offer a better service than our competitors," says Vargas. "So we had to be certain it would scale to thousands of devices, while assuring required service levels and data speeds."

A better business case

"The business case was even stronger after we added financing from Cisco Capital®," says Varga. It meant the rollout was completed in one phase, rather than several. And spreading costs over three years brought ROI forward by 12 months, while making funds available for other projects.
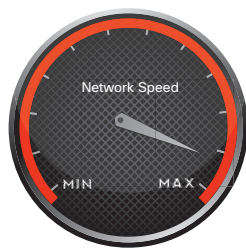
Speeds well in excess of 54Mbps per device

<table>
<tr><td>**Results**</td><td>

- Guest satisfaction improved with always-on connectivity
- The company gained confidence to guarantee Wi-Fi speeds in commercial contracts
- Bookings Increased from business customers
- Procurement best practices accelerated ROI

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Guest loyalty gathers pace

Satisfaction is soaring, especially among business customers. A payoff from the Mobile Congress was a group booking of more than 120 executives.

The Cisco solution is less complex and costly to run than the previous system. "The wireless network is simple to reconfigure and quick to adapt," says Vargas. For example, larger spaces can be easily divided for use by smaller groups.

But room occupancy is the most significant benefit. Vargas sums up: "It's great to see so many business guests rebooking, thanks to the fantastic Cisco Wi-Fi experience we're now able to offer."

Products & Services

Switching and Routing
- Cisco Catalyst® 4500, 3850, 3750-X, and 2960-S Series Switches

Wireless
- Cisco Aironet® 1602i and 2602E Access Points
- Cisco 5508 Wireless Controller

Data Center
- Cisco UCS® 5108 Blade Server Chassis
- Cisco UCS B460 M4 Blade Server
- Cisco UCS 6248UP 48-Port Fabric Interconnect

Financing
- Cisco Capital finance solution

For More Information

To learn more about the Cisco solutions featured in this case study, visit www.cisco.com/go/wireless For more information on Cisco Capital, go to www.ciscocapital.com/emea

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