

## Intercontinental-Dubai Marina Benefits from Surfsonix Smart HSIA Solution Enhances Overall Guest Internet Experience



### **ABOUT INTERCONTINENTAL HOTEL – MARINA, DUBAI**

Located amidst vibrant Dubai Marina, InterContinental Dubai Marina is the place to see and be seen. Featuring its own Health Club, Spa and outdoor pool, the hotel is a destination in itself. One of the IHG's flagship properties in UAE. The hotel quickly became the benchmark within the IHG Hotel brand for its high-quality guest internet experience.



- To comply with evolving standards within the brand as well as the industry as a whole
- Required a smart, robust and flexible guest Internet access solution that would provide complimentary Wi-Fi for IHG Reward members and paid access for the non-members.
- The ability to allow multiple device logins for its visitors, guest's friendly splash page and intelligent bandwidth management.
- Required flexible & scalable devices/users licenses

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*"Surfsonix is a versatile and smart HSIA solution with several expedient features. Its Application Visibility & Control (AVC) feature not only allows intelligent bandwidth management on user level but also on application level with real-time traffics visibility. With Surfsonix Smart HSIA solution we have not only addressed the challenges successfully but also able to provide Quality of Services to the IHG Rewards members. Our overall guests' internet experience has improved intensely after the implementation."*

- Shanaka Pereira  
Information Technology Manager

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- To address the above challenges encountered by the hotel, Surfsonix Smart HSIA solution was deployed with flexible device license which is consumed only upon user login & released on being idle. This makes the system scalable and cost-effective.
- Intelligent bandwidth management was enabled to allow bandwidth allocation based on users' type, zones, line, upload & download status.
- The Application Visibility and Control module enabled precise and intelligent bandwidth management, both on user & application level.
- The Loyalty module ensured that the member get the complimentary internet access throughout the property during their entire stay.



#### Enhanced Guest Satisfaction

With the new solution, hotel no longer have to worry about bandwidth starvation and unfair allocation. With the Intelligent Bandwidth Manager, every users get fair share of their quota and no users are left out. Application Visibility & Control enables strict traffic shaping on application level so that one application or one user do not consume the entire bandwidth. This results in direct guest satisfaction and zero complains. The dynamic splash page allowed easy and secure access to the guest WiFi. All of these features enhanced the overall guest internet experience.

#### Efficient Operations

With the ability for guests to self-sign up and select the bandwidth they require, the IT and front desk staffs no longer had to authorize access codes. With True Plug & Play features, the guests can access the internet seamlessly and hassle free. This freed up time for staffs to focus on other important tasks.

#### Analytics and Reports

The solution provided Intercontinental–Dubai Marina with access to detailed analytics, including reporting of internet usage. These reporting capabilities have enabled exceptional levels of visibility into guest and staff Internet usage as well as device movements during a guest's stay. Such metrics enable properties to enhance their customer engagement, more efficiently.



## About Surfsonix

Surfsonix is the product of Interlabz Technologies. Interlabz is the worldwide leader in HSIA that enhances how guests connect, experience, and communicate. Our technology is changing the nature of work and the way we live. Surfsonix facilitates customer engagement and enables revenue generation across various business models. It allows the Public Internet Access Provider to deploy highly scalable, cost-effective, user friendly and secure internet services. For more information, visit [www.surfsonix.com](http://www.surfsonix.com)