

# Surfsonix Smart HSIA Solution Empowers Crowne Plaza Yas Island with Advance Analytics and Customer Engagement Tools. Helps Generate More Revenues.



## **ABOUT CROWNE PLAZA HOTEL – YAS ISLAND**

Crowne Plaza Hotel is located in the heart of Yas Island, the leisure destination for family and travelers. A dynamic place to stay, dine, meet and mingle in the heart of Abu Dhabi's destination island. With 650 rooms, 9 state-of-the-art meeting rooms, 18 holes of golf and 4 restaurants, this hotel is the perfect destination for leisure and business.



Crowne Plaza Yas Island required a smart, intelligent and flexible guest Internet access solution that would provide complimentary guests WiFi using various Social Media logins and Form while allowing the system to collect users' information based on locations. The hotel also needed the ability to analyze the collected data, to plan and engage the customers efficiently. The previous HSIA solution lacks all of these features resulting in loss of revenues.

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*"Surfsonix is an amazing HSIA solution which exceeded our expectations. It's highly advance analytics & reporting features coupled with next generation marketing tools takes the "guests engagement" to the next level. The system is robust, scalable and extremely user friendly. The cloud based SiFi module makes management exceptionally easier from any place."*

- Shaibu Thomas  
Cluster Information Technology Manager

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- Crowne Plaza Yas Island solicited the assistance of Kiran International Technologies – a well reputed IT Solution provider in the Gulf, to design and deploy the next generation wireless network which include smart HSIA solution. The hotel required a scalable, robust, smart and intelligent HSIA solution which could allow seamless internet access with social media login and collect guests' information.
- The solution also required to provide deep analytics and insights of guest's behaviour for better understanding and planning.
- The solution should be capable of capturing users' information based on location, allowing the marketing team to target the right audience for the promotional offers.
- Kiran International approached Interlabz for the smart HSIA solutions. Surfsonix, a hybrid HSIA solution comes with smart appliance and an intelligent cloud based analytics, reporting and marketing engine. This hybrid solution provides the Quasi-UTMS functionality along with social media logins, analytics, reports, location analytics and next generation customer engagement features.
- The cloud based hybrid solution was deployed with High Availability appliances which made the solution to be available on 24/7 basis. This allowed the guests to access the WiFi seamlessly throughout the venue while providing flexible and centralized management for the venue owners.
- The solution enabled the management team to collect the valuable guests' information on location basis. This significantly helped them to make intelligent and smart decisions while targeting the audiences for the promotional offers, branding and next generation marketing.
- The solution also allowed intelligent bandwidth management on users and application level ensuring that every users are get fair share of their quota.
- Dynamic and flexible splash page which allows internet access with Social media logins were deployed.

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*Surfsonix has not only enabled us to collect the users' information based on sub-locations but has armed us with the valuable insights about the guests' behaviour. It has significantly helped us to streamline our marketing plans and execute them efficiently. Customer engagement has never been so easier.*

*-Subramaniam Suryanarayanan  
Director of Food & Beverage*

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### Safe and Fast Guest WiFi

With the Social media logins, the guest can easily and securely access the complimentary internet. With support for various Social media, the guests have multiple options to login with. The Form login option allows users to login by filling up a short form and is very useful for the users without social media account.

### Analytics

The solution provided Crowne Plaza with access to detailed analytics, including reporting of internet usage, dwell time, demographics, login location, interests, age, gender etc. 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 efficaciously.

### Increased Revenue

Thanks to analytics, reports and the customer engagement tools offered with the new Surfsonix smart HSIA solution, Crowne Plaza, Yas Island increased its revenue substantially from the time of implementation.

### Scalability

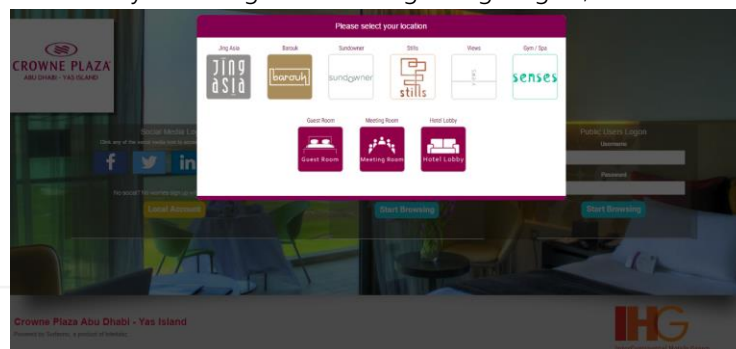
The solution is highly scalable as it is cloud based without depending on the hardware appliance. The solution could grow effectively as per the demand.

### Quality of Service

The old HSIA solution provided low-quality service and resulting complaints from guests about slow access. The new HSIA platform gave Crowne Plaza better & intelligent bandwidth management, which has led to an improvement in Internet performance — even during peak usage. These improvements have resulted in a dramatic increase in guest satisfaction.

### Better Guests Experience

Automated roaming capabilities between locations for the guests resulted in seamless connectivity without guests needing to login again, which has led to a better user experience.



*With pool of IT experts, Kiran International is well known in the Gulf for their excellent customer support. We are extremely happy to partner with a company of this reputation. Their expert knowledge of the customer's network and the business requirements has helped us to deliver the required solution flawlessly and before the deadline.*

*-Mohammed Imtiaz Mallick  
Chief Technology & Strategy  
Officer,  
Interlabz Technologies*



## About Kiran International Technologies

The Kiran International Group, headquartered out of Kuwait, is one of the Middle East's leading system integrator which provides standalone and cloud based technology solutions for several industries including hotels, resorts and visitor-based locations. Delivering a range of "best of breed" products, solutions and services from the world's leading providers of hospitality technology, Kiran International Technologies is the groundbreaker in delivering 100 percent customer satisfaction and system operability.

Kiran International Technologies has an in-house team of software, hardware and system specialists, web and mobile developers with broad experience in the hospitality sector, with key areas of expertise being HSIA solutions. Kiran International developed software and solution is currently in use with all major hospitality brands and a wide range of verticals, including hospitality, leisure, government, MICE and transport etc.

Kiran International's incomparable experience and expertise in project delivery and support for technology-related products, in addition to services across the hospitality industry and related verticals — guarantees superior client support and service throughout the entire customer experience. Kiran International's customers span the world's leading hotel companies including the InterContinental Hotels Group, Starwood Hotels and Resorts, Accor Hotels, Minor International Group, MAF Hospitality, Al Abjar International (Al Mulla Group), NCTH, Auris Hotels, Danat Hotels and Moevenpick Hotels. Providing support across the Asia, Middle East and Africa, the Kiran International support team features a highly skilled team of engineers and product specialists. For more information about Kiran International, contact [info@kiranintl.com](mailto:info@kiranintl.com) or visit [www.kiranintl.com](http://www.kiranintl.com).

## 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)