

Surfsonix Smart HSIA Solution Provides Seamless Connectivity at Sheraton Hotel – Deira Creek. Enhances Guest Internet Experience.



ABOUT SHERATON HOTEL, DEIRA CREEK

As Dubai's oldest international 5-star hotel, Sheraton Dubai Creek Hotel & Towers welcomes you. Combining over 35 years of warm hospitality with a newly renovated hotel, the *Lady of the Creek* is once again the most preferred hotels by both the business and leisure guests. Productivity and comfort come together at Sheraton Dubai Creek with smart Wi-Fi access throughout the hotel. The hotel quickly became the benchmark within the brand for its high-quality voice and data applications.



To comply with evolving standards within the brand as well as the industry as a whole, Sheraton Dubai Creek required a smart, robust and flexible guest Internet access solution that would provide complimentary Wi-Fi for Reward members and paid access for the non-members. The hotel also needed the ability to allow multiple device logins for its visitors, guest's friendly splash page and intelligent bandwidth management.



To meet the increased bandwidth demand placed upon the hotel, Surfsonix Smart HSIA solution was deployed. This provided tiered capabilities, from a basic entry-level connection for guests who didn't require much bandwidth, to more bandwidth for guests who wished to conduct data-intensive activities such as streaming movies. The Application Visibility and Control module enabled intelligent bandwidth management on 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 guests were no longer restricted in the amount of bandwidth they consumed, with the option to pay for tiered service that offered more bandwidth. With single pass code or room login, guests could access the Internet on multiple devices as well as seamlessly roam from wired to wireless without disconnection. 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.

Increased Revenue

Thanks to the tiered services offered with the new Surfsonix smart HSIA solution, Sheraton Dubai Creek increased its revenue by 85 percent from the time of implementation.



"Surfsonix is a feature rich product and the system could intelligently handle the bandwidth requirement. The gateway is also very stable and we are amazed by the trouble free operation. Our guest satisfaction scores increased immensely after the implementation."

- Bhanudas Sadashiva
Information Technology Manager

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