



## Success Story

### Hotel Horizont Adds Connectivity to Mountain Retreat Experience with ZyXEL Solutions

"Why have we opted for the ZyXEL technology? It's simple: implementing new technology in an old building without any construction interventions is always a great challenge. That is why we needed both a quality product and excellent support. We received both of these from ZyXEL."

**Jan Kábrt**  
President, Skip Hardware, Ltd.

#### Overview

**Customer Name**

Hotel Horizont

**Customer Industry**

Hospitality

**Challenges**

- Provide Internet connectivity for staff and guests
- Solution must be future-proof for expected expansion
- Solution must be affordable and easy to maintain

**Solution**

- Unified Access Gateway
- L2 Managed PoE Switch
- Business Access Point

**Benefits**

- All-in-one type gateway allowing free or restricted Internet access.
- Supports operation in small and large-scale environments.
- Includes IP PnP, DHCP server, NAT, IP address filtration features, among others.
- Allows connection of users with no configuration changes on their end.
- Provides the operator with detailed statistics of service use.

#### Background

The Horizont Hotel is located in Pec pod Snezkou, in the Czech Republic. Along with guest accommodations, the resort provides space for company events, conferences and seminars. The hotel is an ISO 9001:2001 certified mountain resort featuring an array of outdoor activities with a focus on sports and wellness.

#### Challenges

While most areas of the travel and hospitality industry have embraced technology, some sectors have resisted providing guests with Internet connectivity. In the early days of the Internet, the absence of connectivity could be viewed as an advantage and was often marketed as such: guests arrive at hotels to have fun, relax, recover, and in short, not be disturbed. In such instances, the Internet is the last thing this group of niche customers may have found interesting or attractive.

Visitors can engage in seasonal and year-round activities such as hiking, skiing, bicycling, tennis and squash. The hotel also has a full-service spa offering a variety of massage and body treatment packages.

Times change, however, and demands for reliable connectivity are among the most common customer requests today. This is due to many factors. Chiefly, the Internet is no longer just a work-related tool; it has become part of a lifestyle or a form of entertainment expected by hotel guests.

In addition, a "congress tourism" phenomenon seems to flourish. Many companies

have understood that an informal hotel environment improves relationships with business partners, motivates employees and enhances the effectiveness of trainings. Off-site meetings, training, and even popular teambuilding sessions can seldom be performed without the Internet.

At the same time, the Internet is becoming more and more important to average tourists as well. Today's holiday travelers need to check their bank accounts, check their e-mails and connect with social media. The Horizon Hotel staff realized this and decided to transition from "Internet-free" status to providing connectivity for guests.

## Solutions and Benefits

Having considered local environmental conditions and discussed with ZyXEL experts, the all-in-one gateway which can be used by up to three hundreds of users and contains an integral server for defining policies, would be used as an access point at the base of the system. Work with a unique printer, the gateway allowing the operators to print access codes or proofs of payment. The system also includes ten access points, which were connected by means of a switch. Seven access points cover common spaces and other public areas. The other three provide service to six hotel floors — one device covering two floors. A specific request of the hotel was that the access points are not visible on the floors, thus they have been placed in elevator shafts. This had to be performed carefully to avoid undesirable signal shielding. This challenge was overcome and the signal coverage target was achieved.

The Horizon Hotel management decided to commission Skip Hardware Ltd. with implementation of the Internet connection. Skip chose ZyXEL and their technology as a supplier. There are several reasons behind this decision. Aside from having prior positive experience with ZyXEL, Skip wanted to implement a finished solution. This is exactly what ZyXEL provides: aside from hardware (gateway, switches, access points), it also features billing and pricing systems. The system is simple to implement, maintain and operate (3-button operation can be handled by any receptionist).

Initially, it was necessary to define exactly what scope of network connectivity to provide. The assignment was to implement Internet connectivity in common areas and some floors of the accommodation quarters. Why only some floors? Not all hotel guests require Internet connections, so providing partial Internet coverage is both logical and economical. However, it was also necessary to make it easy to implement future upgrades and expansion. The hotel expects that one day, all floors will have network coverage, therefore it proposed a system architecture this is future-proof without incurring additional costs.

Therefore, hidden costs for additional staff training were eliminated. ZyXEL provided its own testing devices for free. The first stage of tests took place in Skip locales, where the technicians tried to simulate conditions of a real-time operation to the best of their abilities. They then proceeded to perform tests in the hotel based on verified procedures, in order to reduce impact on hotel operations.

Thanks to prior testing of the solution, the system worked without any problem and was free of maintenance requirements from the start. The Horizon Hotel acquired a significant competitive advantage as it was now able to hold company events with comprehensive Internet connectivity, which such events can no longer do without. The Internet connection was also welcomed by regular guests, who now enjoy a wider service portfolio with new entertainment and communication options. The hotel also has a new source of income in a service frequently requested by guests. "To create an all-new service with no impact on the hotel service is not an easy task. This is why we were pleasantly surprised by the speed and quality of work performance, as well as the flawless operation. The satisfaction of our current guests speaks for itself." Said Mr. Karel Rada, Horizon Hotel Manager.

## Suggested Products



**SP350E**  
Service Gateway Printer

### UAG4100 Unified Access Gateway

- IEEE 802.11 a/b/g/n dual-radio (2.4 GHz and 5 GHz) design
- Supports 200 concurrent users by default and up to 300 via license upgrade
- Integrated account generator, Web-based authentication portal and billing system
- Supports external RADIUS servers
- Per account bandwidth management
- SP350E Service Gateway Printer enables one-click account and billing generation
- SMS ticketing with ViaNett protocol support



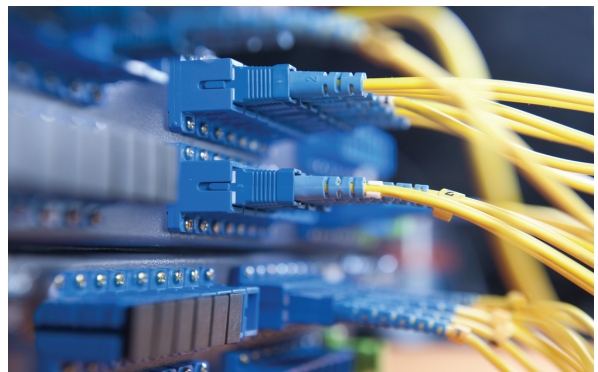
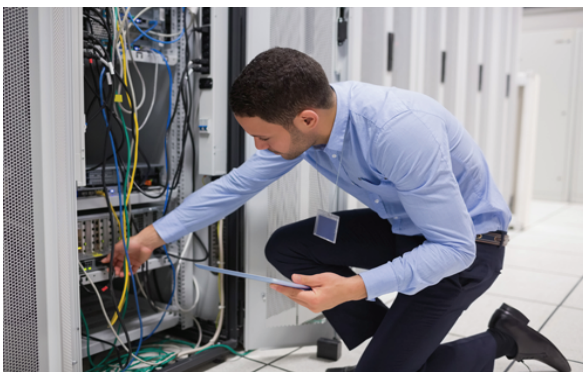
## GS2210-24HP 24-port GbE L2 PoE Switch

- Fully managed Layer 2 switching solution
- GbE RJ-45 and GbE SFP connectivity
- Complies with IEEE 802.3af PoE and 802.3at PoE Plus
- High 375 W power budget
- L2 multicast, IGMP snooping, MVR and voice VLAN for convergence
- Enhanced network protection with IP source guard, DHCP snooping, ARP inspection, CPU protection
- L2, L3 and L4 filtering, MAC freeze, port isolation, guest VLAN for improved isolation and access control
- Future-proofed with IPv6 support
- Supports ZON Utility and ZyXEL One Network inter-device features for easier, more efficient setup and management



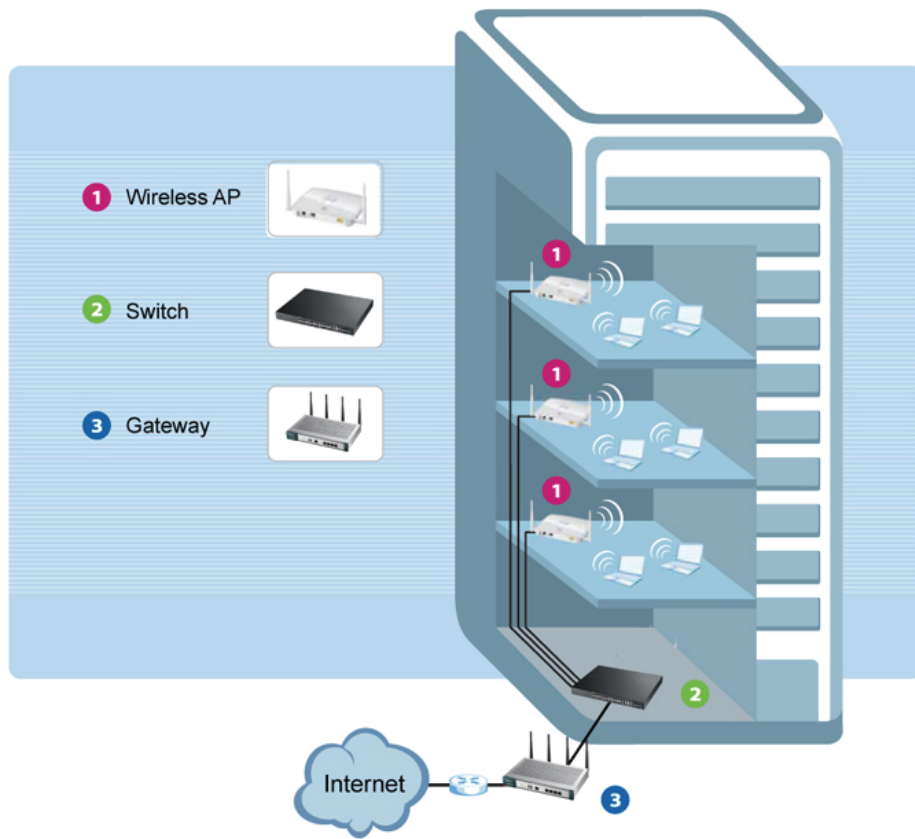
## NWA3160-N 802.11 a/b/g/n Business Access Point

- Higher bandwidth and superior performance with 802.11n
- 3-in-1 hybrid AP WLAN including AP controller mode, managed AP mode and standalone AP mode
- Brand new centralized graphic management interface for up to 24 WLAN APs
- Backup redundancy supported to provide reliable connection services
- Secured tunnels for communication between controller and managed AP to prevent leaking of configurations
- Enterprise-class AP functionalities with comprehensive configuration interfaces.
- Built with Low Smoke, Zero Halogen (LSOH) materials for plenum rating for UL 2043 support





## Diagram



### About ZyXEL Communications

ZyXEL Communications Corp., founded in 1989 and headquartered in Taiwan, is the leading provider of complete broadband access solutions. As one of the early modem manufacturers, ZyXEL has gone through transformations in the fast-paced networking industry. Delivering cutting-edge communications innovations to more than 400,000 businesses and more than 100 million consumers throughout the world, today ZyXEL is one of the few companies in the world capable of offering complete networking solutions for Telcos, small to medium-sized businesses, and digital home users for a wide range of deployment scenarios. Telco solutions include Central Office Equipment, Customer Premise Equipment, Wired and Wireless Access Network Devices, and Carrier Switches. SMB and Enterprise solutions include Unified Security Gateways, LAN Switches, WLAN, and IP Telephony. Digital Home solutions include Network Connectivity Devices and Multimedia Solutions.

The company has 1000 employees and distributors in 70 countries, reaching more than 150 regional markets. The ZyXEL Communications Corp. includes 35 subsidiaries and sales offices and two research and development centers worldwide. For more information, visit the company's Website, <http://www.zyxel.com>.

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