



## Case Study

# Creating Network Value for New Brands with Customized Solutions

A brand-new extended stay hotel chain needed a turnkey partner to create an “All Things Connected” feel across multiple Southeastern US locations – and entrusted World Cinema, powered by Cambium Networks, to pull it off.



## Intro

# World Cinema

For a fresh, new brand in the extended stay hotel industry, the requirement of security and scalability couldn't come at the sacrifice of cost effectiveness or user experience. The client called in World Cinema (WCI), known for performing beautifully in environments just like this.

While not so much a problem to solve as a challenge to address, WCI still had a unique host of requirements to meet when it came time to outfit the networks for a series of new locations for an emerging extended stay hotel client in the Southeastern and Southern US market.

This hotel brand was seeking a turnkey partner to service not simply one piece of their network or one single property, but to create an uncommon and truly cutting-edge "All Things Connected" experience that was consistent across the brand and would build immediate brand loyalty for this new chain. Another factor? This brand would be rolling out right as the COVID-19 pandemic was hitting the US market – meaning check-ins needed to be automated and personal interactions minimized as much as possible for the safety and health of guests and staff alike.

Enter World Cinema, known in the hotel industry, student housing, senior living, master-planned community, healthcare, and other multifamily facilities for the complete connectivity solution, Impruvix. With a winning concept in hand and the backing of Sonora Network Solutions and Cambium Networks, WCI set out to create plans for implementing a total solution.



# Single-Source, Customizable, and Secure Enterprise-Grade Connectivity

It wasn't a traditional problem for WCI to solve, but more of a new endeavor. They would need to create a single-source, scalable, flexible solution with enterprise-grade signal strength, continuity across the brand, and security.

For this brand-new extended stay hotel chain, the requirements were a turnkey partner and solution that serviced more than just the network for one site. This would need to be an "All Things Connected" approach, driving consistency across every location the brand was set to open in 2020. And the solution would need to have tangible value for the client – with opportunities for built-in ROI and monetization – while creating an in-room connectivity platform that kept guests linked to the brand and the outside world with equal reliability.

Budget was a consideration of great importance. With an affordable suites hotel brand, the need for a reliable solution that was also cost effective was of great value to the client – but not at the sacrifice of performance or guest experience. Leaning on Sonora Network Solutions for supplying, training, and support on the RXG Net Device allowed for multiple partnerships to merge and create an opportunity for bulk pricing on a truly sophisticated solution and product – which equated to major cost savings for this client on a very high-end solution. Equipped with uncommonly "luxé" outfitting for the brand-wide connectivity solution allowed WCI to avoid a "parts and pieces" approach to integration.

With Sonora and Cambium now partnered together with WCI to create this seamless solution, the issues of security, segmentation, access, and other challenges were addressed in one solution. The gateway device solves these considerations in a single unit, integrated with Cambium's solutions and creating unparalleled ease of access for clients.

This extended stay hotel brand's requirements were:

- Provide great consistency across the brand for unified reputation building and user experience
- Single-source solution that minimized complexity and expense for the client
- Bulk pricing up front
- Multiple elements of guest experience integrated into one network connectivity solution, with mobile access and app performance as key indicators of success

# Boutique Hotel Connectivity, Economic Extended Stay Brand Building

CEO Technologies leveraged Cambium Networks solutions to design and deliver two unique plans for these clients' large sites.

For this extended stay hotel chain, across multiple locations opening throughout 2020, WCI devised a layered solution standardized around Cambium Networks and offering property-to-property consistency and value that is unheard of in the affordable suites segment. With Sonora involved to utilize the RXG Gateway device, this added ease of use through authentication and branding standardization with customizations that added further value for the client. This included managed video services, using the gateway to manage the CASB solution.

WCI's ImpruviX solution offers unparalleled security segmentation and instant onboarding, making it a clear choice for clients like this. With tangible ROI and monetization opportunities built into the solution, as well as the business value of lower cost of ownership (without sacrificing quality or security), ImpruviX delivers industry-leading service and features into new verticals that have never had access to this level of solution in previous competitors' price points.

Each property began with a consultation with the entire engineering team from both WCI and Cambium to overview the ImpruviX solution, discuss layout, perform site blueprinting, and complete predictive mapping to determine equipment count for the individual building/site. The final goal? Complete connectivity across the entire property - every single location.





# Boutique Hotel Connectivity, Economic Extended Stay Brand Building

CEO Technologies leveraged Cambium Networks solutions to design and deliver two unique plans for these clients' large sites.

After the blueprinting and predictive mapping, it was time for staging the environment – creating a plan for how all Cambium access points would be staged upon rollout. After the installation was finalized, WCI completed training with each property team on how to properly manage the network via the WCI portal, among other mechanisms.

Finally, in-depth, proper authentication and system adjustments were all performed with on-site teams prior to all sites' specific go-live dates.

## Solutions Review:

### Site-by-Site:

- Comprehensive consult with multiple involved teams for the single-source solutions the brand required
- Blueprinting and predictive mapping to create complete connectivity across each hotel site
- Staging and installation
- Post-install training with each site team to ensure ease of use, proper authentication, and system go-live readiness for each location
- WCI also designed, deployed, and manages physical security features across all properties, integrating virtual and physical security into an overall solution outline
- The solution helps position this client as an emerging leader in their industry, offering the best in-room entertainment and connectivity options around

# Affordable Suites, Boutique User Connectivity

Consistency and value create a winning network connectivity solution and build a new brand reputation from the ground up.

After installation and go-live, this extended stay hotel chain is enjoying affordable and sophisticated connectivity at a greatly reduced cost of ownership. This is creating an uncommonly high-end experience for their guests and has made the brand's senior leadership and executive team very happy with WCI's installation.

With innovative planning, methodical execution, and turnkey management of the solution, WCI created a high degree of simplicity and coverage for the brand's many new locations across the Southern US. This is, of course, creating seamless user experience, ease of authentication, brand standardization, and other great benefits – but it's also building the reputation of the overall hotel brand from the ground up, creating customer satisfaction and numerous positive reviews, even in a year where hotels were disproportionately impacted by the COVID-19 pandemic.

What's more, the level of connectedness and automation guests of the chain are experiencing has allowed them to travel freely, social distance readily while the pandemic is still a factor, and still have a number of concierge-level amenities available to them virtually via the hotel network and app.

//

In a market that has so many differentiators between competitors, Cambium brings a network solution with excellent, high-performing technology and a group of individuals who understand our clients' goals and unique considerations. Cambium allows WCI to be flexible and to compete well on cost and quality of solutions while optimizing performance to keep our customers thrilled with the outcome.

//

## **Kyle Beauchamp**

*Associate Vice President,  
Business Development,  
World Cinema*

## About



Headquartered in Houston, World Cinema (WCI) is a market leader innovating and delivering technology and services to guest-centric properties. The company was the first technology service provider to hotels nationwide, beginning in 1974. Today, WCI is building on that legacy as a stable and trusted provider of video, data and connectivity services to some of the largest owners and managers of hotel and multifamily brands in the world. The company serves 4,200 properties nationwide with nearly 600,000 rooms under management and over 300 million guest encounters per year.



Cambium Networks is a leading global provider of wireless solutions that connect people, places, and things. Cambium Networks empowers millions of people with wireless connectivity worldwide. Our wireless portfolio is used by commercial and government network operators as well as broadband service providers to connect people, places and things. With a single network architecture spanning fixed wireless and Wi-Fi, Cambium Networks enables operators to achieve maximum performance with minimal spectrum. End-to-end cloud management transforms networks into dynamic environments that evolve to meet changing needs with minimal physical human intervention. Cambium Networks empowers a growing ecosystem of partners who design and deliver gigabit wireless solutions that just work.



Sonora Network Solutions was built to enable Internet Service Providers and Managed Service Providers to utilize the RG Nets rXg, an extremely powerful network platform. Sonora's team includes the world's most experienced rXg engineers. All Sonora engineers have 2 or more RG Nets certifications, and 5+ years of experience working on the rXg platform. Sonora currently supports systems that provide internet for over 250,000 daily users across the globe and growing.