Thinix | **Extreme**

Executive Summary

Industry:

• Hospitality

Stats:

• Location: Winona, Minnesota

• Rooms: 70

• Guest Devices: 100-175 per day

• Hotel Staff: 15

• Network Staff: No Onsite IT Staff

Challenges:

• Establish a reliable, consistent wireless experience across the property

• Deploy a cost-effective solution

• Address potential construction challenges of property

• Implement network support and management

• Provide comprehensive network security

Products Utilized:

• Extreme Wireless

  • 7502 Access Points: 35, every other guest room

  • 7522 Access Points: 2, common areas

  • WiNG VX 9000 Controller

Results:

• Improved guest satisfaction scores

• Dramatic increase in Wi-Fi connectivity without increase in cost

• Enhanced network performance and coverage

• Easy troubleshooting and network monitoring via Thinix

Thinix and Extreme Networks Deploy Reliable, Ubiquitous Wi-Fi to AmericInn Hotel in Winona

For 55 years, Northcott Hospitality has been building, developing and operating hotels and restaurants throughout the United States. The chain has increased from 35 to 200 locations that are either open or under development, with 64 properties alone in Minnesota. As the AmericInn hotel chain grew, so did its guests' expectations for Wi-Fi connectivity.

As such, Northcott Hospitality sought to deploy proven, reliable Wi-Fi solutions at their locations. One of these locations was the AmericInn Hotel and Suites in Winona, Minnesota, a 70 room hotel that offers an array of services and amenities, but this quality of experience needed to be extended to guests' mobile and digital expectations as well.

The Need for Economical Yet Effective Wi-Fi

In a trend that's impacting hotel brands and properties across the industry, AmericInn observed guests were using more and more connected devices per room than ever before. Furthermore, guests desired the ability to use bandwidth-heavy applications (like Netflix and Skype) across smartphones, tablets and laptops while staying at the hotel.

Quality Wi-Fi was quickly becoming essential for the Winona property – AmericInn needed a solution that was not only reliable, but also cost-effective, since charging guests for Wi-Fi would put the property at a competitive disadvantage in its market. Furthermore, the newly constructed Winona, MN location there was no IT help desk or on-premise support.

Because of this, the Wi-Fi provider needed to troubleshoot, monitor, and resolve any issues in addition to ensuring that information passed over the network safely and securely.

A Seamless Solution

At the new Winona location, Thinix was selected due to its high user satisfaction scores and experience working with top brands. Following the success of recent projects and collaborations, Thinix and AmericInn tapped Extreme Networks to bring the hardware and its industry-recognized customer service to the table. Extreme's 7502/7522 access points (APs) and ExtremeWireless™ WiNG VX 9000 Controller – both built with hospitality customers in mind – were the perfect solution to bring the Winona deployment to life.

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>
> **Andy Fellows**
> **Director of IT, Northcott Hospitality**

Extreme, Thinix and AmericInn worked closely together in Winona, MN to design and execute a unique deployment that would meet the location's needs. The implementation was completed 3 months and immediately elevated the guest experience —guest satisfaction survey scores have averaged over 95 percent at this property since the deployment was completed.

"For AmericInn, cost and performance were the biggest drivers for deploying Extreme Networks' products and Thinix's Wi-Fi network, and we're thrilled at the results," said Andy Fellows, director of IT, Northcott Hospitality. "When we reviewed vendors, we wanted to ensure that their customer satisfaction scores were as high as we wanted ours to be. We knew that Extreme Networks and Thinix both have a proven track record in the hospitality space and the seamless deployment at our Winona location underscores why: our guest satisfaction scores have improved significantly, but our cost has not."

After deploying Extreme Networks APs, the AP per room ratio include one AP for every two rooms. By leveraging Extreme Networks' WiNG AP 7502 and 7522, the guests at AmericInn Winona can experience the benefits of enterprise-grade wall plates that do not disrupt the aesthetic of the hotel. With the ExtremeWireless™ WiNG VX 9000 Controller, AmericInn is able to centralize the management of the entire wireless network through a single windowpane, bringing a new level of simplicity and cost-efficiency. Additionally, Thinix routinely monitors and updates the network using the cloud-based management system in the WiNG VX 9000 Controller, which enables AmericInn to continue operating without an onsite IT manager.

Providing Value Today and Tomorrow

The seamless integration of Extreme Networks and Thinix has provided a smooth and valuable solution for the AmericInn guests at the new Winona, MN location. The customer satisfaction score at the Winona AmericInn was 94.6 in 2017. For context, an "excellent" score is 92 meaning the property is far exceeding even the highest expectations. In addition to guest satisfaction scores already improving, the hotel can ensure that the Extreme Networks products and Thinix Wi-Fi deployment will support the guest network habits today and in the coming years.

Looking forward, the property will work with both solution providers to evaluate network and application use in an effort to better understand how guests are using the network. This will allow property managers to set network and bandwidth benchmarks, recognize application usage among guests, and use this information to improve the guests' experience during their stay.

With the industry expertise provided by Extreme Networks and Thinix, AmericInn, Winona has successfully responded to the demands of their customers and deployed a Wi-Fi solution that guests and facility managers are satisfied with.

Extreme®
Connect Beyond the Network

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