

CASE STUDY



OVERVIEW

As the tallest 5-star hotel in the world, the JW Marriott Marquis is a landmark destination in the heart of Dubai that draws in tourists and business people alike, who stay in one of the 1,608 rooms which are spread out across a vast 72 floors in two iconic towers.

REQUIREMENTS

- The JW Marriott Marquis needed industry leading Wi-Fi to deliver seamless hotel services, accommodate business conferences and host high profile events without connectivity issues.
- Like the hotel, the solution had to be best in class

SOLUTION

- 3000 access points across 72 floors

BENEFITS

- Guest satisfaction has increased by considerable points and the hotel is now able to host many more major business conferences
- Operational IT staff have been freed up from spending time fixing issues with the Wi-Fi
- The hotel has simultaneously had 6000 devices connected at once, without a drop in performance

REACHING FOR THE CLOUDS—WI-FI IN THE TALLEST 5-STAR HOTEL IN THE WORLD

As the tallest 5-star hotel in the world, the JW Marriott Marquis is a landmark destination in the heart of Dubai that draws in tourists and business people alike, who stay in one of the 1,608 rooms which are spread out across a vast 72 floors in two iconic towers. A building of such scale presents connectivity challenges on its own, without the added demands of the thousands of guests and their accompanying devices.

For a hotel of this literal and figurative stature, industry leading Wi-Fi is necessary to deliver seamless hotel services, accommodate business conferences and host high profile events without connectivity issues. “The JW Marriott Marquis is an internationally renowned and award-winning hotel. As the only hotel in Dubai with the capacity to hold groups of 1000 delegates or more to meet, eat and sleep all under one roof at the same time and with 8,000m2 of meeting and events space—the hotel is constantly looking to improve its standing in the business market. Allowing guests to easily discover things to do during their stay, connect for work or with loved-ones back home means that the value of strong Wi-Fi to the hotel and its customers can’t be understated. It’s also crucial for digital services such as our JW Concierge app that allows meeting organisers to order more coffee or adjust the room temperature at the touch of a button” said Bill Keffer, General Manager at JW Marriott Marquis.

CHALLENGES

Research has shown that hotel guests will report a bad experience due to slow Wi-Fi, and the incumbent solution at the JW Marriott Marquis was impacting guest satisfaction at the hotel. “With such a vast space and so many different areas within the hotel, coverage wasn’t as consistent as it should have been” said Bill Keffer.

Lobbies and the main communal areas were much better serviced than other areas of the hotel. This was especially problematic because guests predominantly relied upon mobile to connect to the internet, and so the poor signal was compounded by the lower processing power of mobile devices. “In 2016 there were few instances of the Wi-Fi coverage failing due to a weak or fluctuating signal, which had an impact on guest satisfaction and wasn’t reflective of the standards we set ourselves as a hotel and the level of quality throughout the rest of the hotel’s excellent services” said Bill Keffer.



“Our guest Wi-Fi experience has improved dramatically, with hardly any Wi-Fi related customer complaints. The Ruckus solution gives our guests a seamless Wi-Fi experience wherever they are in the hotel and has greatly improved our capacity to host major business events without fear of an incident on the network.”

MOHAMMED RIZWAN
IT Director, JW Marriott Marquis

There is no escaping the fact that in a modern hotel Wi-Fi is an underlying technology that is critical to effectively deliver hotel management services, let alone high-profile conferences and events. “At the JW Marriott Marquis we’re always looking to try and improve our foothold in the MICE (Meetings, Incentives, Conferences and Events) market and, given our size, we have some incredible benefits to offer conference organisers. However, business users require high quality internet and Wi-Fi is extremely important for our capacity to host major business events.”

“The previous system was designed based on a survey undertaken as part of the pre-opening phase when guests didn’t carry as many devices, which resulted in inadequate coverage required by guests carrying multiple devices after a few years of opening and we’d frequently receive complaints. We knew that the new solution needed to provide our guests with a seamless experience wherever they were in the hotel at all times. To choose this solution we did market research and value for investment” said Mohammed Rizwan, IT Director, at JW Marriott Marquis.

SOLUTION

As a Marriott approved partner, the JW Marriott Marquis could be confident in the fact that Ruckus Network’s solutions along with their partner Intertouch, a GPNS certified Lan Service Provider (LSP) for Marriott would solve their connectivity problems. “Ruckus was the clear choice for our new Wi-Fi network for a number of reasons. Firstly, its access point technology is a clear leader and we knew that it would give us the coverage we needed for such a vast hotel. Secondly, based on Ruckus’ longstanding relationship with the Marriott International group we could be guaranteed a solution that would meet our requirements both in a technological sense and in outstanding customer service. Also, the ability to fit the Access Points into a number of positions meant they could be hidden out of sight, thus maintaining the hotel’s aesthetic” said Mohammed Rizwan.

Using BeamFlex technology Ruckus installed access points in each room with a total of 3000 across the entire hotel. The solution was based on the latest Wireless 802.11ac standard, and the property required a combination of Hospitality In-Room access points installed in the Guest Rooms, and different models from the Ceiling Mount access points depending on the area density and capacity to ensure that all guests can access the network whenever they need. The hotel has simultaneously had 6000 devices connected at once, without a drop in performance.

The system was designed to be future proof, allowing for GXP Empower systems to be installed in the future. “Looking ahead, we know that we’re going to be faced with more and more connected devices joining our network, not just from guests but also related to the day-to-day running of the hotel. Things such as GXP Empower devices, smart temperature control or Internet of Things enabled fridges are going to become crucial to running the hotel as efficiently and sustainably as possible and a robust Wi-Fi network will be the foundation of this.” said Mohammed Rizwan.



InterTouch, ensured that the hotel could continue to run as normal during the installation, with the implementation being carried out in three stages so as to be sympathetic to guests and not disrupt the running of the hotel. “With bookings placed years in advance, it was unrealistic for us to contemplate being able to close the hotel in its entirety for any length of time, InterTouch were incredibly considerate with their staged installation, ensuring that the guest experience went completely unaffected during the installation period” said Mohammed Rizwan.

“When it was time to upgrade from the existing wireless setup at JW Marriott Marquis Dubai, we approached Ruckus Networks, our Networking Partner as we already had many existing properties utilizing Ruckus Access Points, and we’ve always had positive feedback from the properties and guests. We entrust Ruckus Networks with our customers which allows us to provide the guests with ubiquitous, reliable, and seamless wireless experience.” Sami Mansi, Managing Director, Middle East, Africa & Turkey.

RESULTS

The benefits of the new system have been marked. Operational IT staff have been freed up from spending time fixing issues with the Wi-Fi, allowing them to turn their attention to more worthwhile tasks.

Guest satisfaction has increased by considerable points and most importantly, the hotel is now able to host many more major business conferences, opening up extra revenue for the venue and strengthening its brand as a premier business and travel destination. “Our guest Wi-Fi experience has improved dramatically, with hardly any Wi-Fi related customer complaints. The Ruckus solution gives our guests a seamless Wi-Fi experience wherever they are in the hotel and has greatly improved our capacity to host major business events without fear of an incident on the network.” said Bill Keffer, General Manager, at JW Marriott Marquis.

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