



Making Wireless an Indoor State of Mind



► Grande Lakes Orlando

Grande Lakes Resort Creates a First-Class Guest Experience with Pervasive Wireless Coverage



Situated on 500 acres of premier Florida Everglades real estate, the \$600 million, 4 million square foot Grande Lakes resort re-defines the Orlando experience for business and leisure travelers. The resort has built a reputation of excellence by providing all of the luxury amenities that travelers have come to expect from the Ritz-Carlton and JW Marriott brands.

Grande Lakes' executives recognized the growing importance of providing reliable wireless communications for clientele, who expect the convenience of mobility as a part of their travel experience. As they discovered, wireless connectivity was no longer a 'nice to have' service, it had become essential to maintaining the resort's competitive position as a high-end destination. "Our customers demand world-class service and amenities and we've recognized that robust wireless communications are high on their list of expectations." said Steve Contos, vice president and managing director, Grande Lakes Orlando.

Hired by the resort's executive team, Acela Technologies, a turnkey wireless infrastructure provider, determined that Grande Lakes Orlando needed wireless coverage for multiple wireless operators, devices and technologies, covering 1,500 guest rooms, the 40,000 square foot spa, poolside areas, restaurants, shops and the 18-hole championship golf course. More importantly, wireless had to work wherever guests expected it to work. Conference attendees had to stay connected during events, families wanted to communicate with each other and hotel guests paying for premium, high-speed internet access could also benefit from an always-on WLAN connection.

As another primary goal, the Grande Lakes management team wanted to avoid labor-intensive maintenance activities, as this could disturb guests and drive up operating costs. It was also important to keep exposed fixtures to a minimum in order to maintain the aesthetics and ambience. Wireless infrastructure had to blend in and go unnoticed.

Lastly, everyone agreed that the resort needed to address future wireless needs, today. Much like the hotel industry, the wireless industry is changing rapidly and the resort's executives wanted the freedom to adopt future mobile applications that could one day improve operations and maximize return on investment. Ideally, they wanted staff to have the ability to activate new wireless services anytime, without the need for re-wiring or installing new infrastructure.

Knowing the resort's critical list of requirements, Acela and the Grande Lakes executive team focused on finding a wireless solution that addressed all of the resort's current and future requirements.

The Company

The \$600 million JW Marriott Ritz-Carlton Grande Lakes Orlando resort is a 4 million square foot complex housing 1,500 guest rooms, an exclusive spa, championship golf course, shops and 100,000+ square feet of meeting space.

Challenges

- Improve guest convenience by providing wireless communications anywhere on the resort
- Maintain resort 'look and feel' and avoid disturbing guests
- Seamlessly add future wireless services, anywhere and at anytime
- Generate future business with cutting-edge amenities

Benefits

- Single platform delivers multiple wireless services over a common cabled infrastructure
- Wire-it-Once™ infrastructure supports future wireless services without parallel networks and service disruptions
- All managed elements are kept in wiring closets to preserve aesthetics and optimize management

The Solution

After thorough analysis, the Grande Lakes team selected the MobileAccess Universal Wireless Network solution. With a strong track record in large scale venues, the MobileAccess solution delivers the pervasive wireless coverage needed to address the resort's challenges and requirements. The innovative MobileAccess Universal Wireless Network simultaneously delivers robust wireless coverage for all of the resort's wireless services, devices and applications over a common fiber/coaxial cabled infrastructure. While competing systems require parallel cabled systems to support multiple service offerings, the unified MobileAccess infrastructure supports cellular/PCS services for PDAs, laptops, mobile phones and seamlessly provides WLAN coverage that integrates with the resort's iBAHN broadband IP-based network.

With the MobileAccess solution, staff and guests can reliably use WLAN services, delivered transparently over the same cabled infrastructure used for other wireless offerings. And unlike conventional WLAN approaches, the resort can subsidize the costs of the resort's WLAN with other wireless requirements. In addition to meeting the resort's existing wireless requirements, the MobileAccess Wire-It-Once™ architecture allows IT staff to add virtually any combination of wireless services anytime, simply by adding the appropriate service module in wiring closets. With its modular architecture, the Wire-It-Once™ solution clusters all intelligent network components securely in wiring closets instead of on ceilings. This preserves the 'look and feel' of interiors, prevents disruption to existing services and keeps routine maintenance away from public areas so that guests are unaffected. The result is a future-proof network that evolves as guests' needs evolve.

Leveraging the MobileAccess Universal Wireless Network as the foundation of its communications infrastructure, Grande Lakes Orlando resort not only met its short-term goals but can continue to meet guests' future demands, keeping its competitive advantage as a first-class Florida destination.

About MobileAccess

MobileAccess Networks is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company's intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The MobileAccess Universal Wireless Network delivers business-quality performance, scalability, security and signal reliability to more than 1000 customers, including Aladdin Resort and Casino, ALLTEL Stadium, American University, Clarian Health Partners, Hearst Corporation, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit www.mobileaccess.com.

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"Whether they're traveling for business or pleasure, guests want to stay connected to their families, friends, clients and colleagues. With our state-of-the-art wireless network, our guests will be able to do just that anywhere at the resort."

*Steve Contos,
Vice President and
Managing Director,
Grande Lakes Orlando*

