



Making Wireless an Indoor State of Mind



▶ Westfields Marriott

Westfields Marriott Targets Fortune 1000 Clientele with a Comprehensive Wireless Connectivity



Located along Northern Virginia's business corridor, the Westfields Marriott Hotel & Conference Center is within a 2-minute driving distance from Washington Dulles Airport, the nation's 5th busiest airport, and the Westfields Golf Club, combining convenience with luxury.

With the boom of Virginia's high-tech sector and double-digit growth in the region, the hotel's management team wanted to capitalize on the momentum by catering to the needs of Fortune 1000 clientele traveling to the area on business. In the highly competitive regional hospitality market, wireless connectivity would help Westfields stand out and differentiate its offerings by improving guest comfort with state-of-the-art amenities.

Working with Acela Technologies, a premier turnkey wireless infrastructure provider to the hotel industry, Westfields' executives realized that mobile communications was a 'must have' for the high-end business travelers and event participants the hotel was trying to attract.

Acela and the Westfield's team determined that the hotel and conference center needed pervasive wireless coverage for multiple wireless operators, devices and technologies, covering over 300 rooms and 40,000 square feet of meeting space. And reliability was critical—wireless devices had to work wherever guests expected service since the hotel had one chance to impress its technology-savvy corporate guests.

The Westfield's executive team wanted to ensure that guests and staff could conveniently use their PDAs, mobile phones and laptops whether they were, even in the elevators, the hotel's 28 meeting rooms, lounges, offices, hallways, restaurants and guest rooms. Comprehensive wireless coverage was critical not only for business travelers who wanted to contact family and associates while on the road, but also for staff who could better serve guests and boost productivity with wireless access behind the scenes.

Although hotel management wanted a state-of-the-art wireless coverage to meet current needs, the Westfield's team also wanted to efficiently adopt future wireless services that could further improve the hotel's bottom line and better serve travelers. Keeping up with exciting new technologies, such as VoWLAN services, 3G EVDO, HSPDA-enabled broadband data cards, and other standards in corporate communications would be critical to the hotel's long-term competitive advantage.

Lastly, Westfield's executive team wanted to streamline routine maintenance activities, avoiding costly re-wiring projects every time new wireless services were activated inside the hotel, as this would drive up costs and disturb guest operations.

With Westfields Marriott's list of requirements, Acela and the hotel's executive team sought a comprehensive wireless solution that could grow as hotel needs changed and help position Westfields as a cutting-edge venue where business gets done.

The Company ▶▶▶▶

Situated alongside the nation's 5th busiest airport in the heart of Northern Virginia's booming technology corridor, the 327-room Westfields Marriott Hotel and Conference Center caters to corporate travelers on the go.

Challenges ▶▶▶▶

- ▶ Enhance guest experience and boost staff productivity with anytime, anywhere wireless communications
- ▶ Create competitive advantage and attract Fortune 1000 clientele with state-of-the-art amenities
- ▶ Provide an expandable framework that efficiently accommodates future wireless services and applications

Benefits ▶▶▶▶

- ▶ Universal Wireless Network efficiently delivers multiple wireless services over a common infrastructure
- ▶ Scalable Wire-it-Once™ architecture accommodates future wireless services without re-wiring
- ▶ Housing managed elements away from guest areas improves manageability and security

The Solution

After thorough analysis, the Westfields and Acela team selected the MobileAccess Universal Wireless Network platform to deliver pervasive wireless coverage to guests and staff. The solution's proven track record in large scale, high-end resorts and dynamic capabilities made it a perfect fit for the Westfield's Marriott.

The innovative MobileAccess Universal Wireless Network delivers robust wireless coverage for all of the resort's wireless services, devices, and applications, simultaneously over a scalable hybrid fiber-coax cabling infrastructure. While competing systems require parallel networks to support multiple service offerings, the unified MobileAccess platform supports cellular/PCS services for PDAs, laptops, mobile phones and WLAN services with one deployment.

With the MobileAccess solution, staff and guests can reliably use WLAN-enabled laptops and high-speed internet services, delivered transparently over the same cabled infrastructure used for other wireless offerings. And, in contrast to conventional WLAN deployment approaches, the hotel can use the MobileAccess solution to spread its WLAN infrastructure costs across all its other wireless service requirements.

In addition to meeting current wireless requirements, the MobileAccess Wire-It-Once™ architecture allows hotel staff to add virtually any combination of wireless services at any time, simply by adding the appropriate service module in wiring closets. By clustering all managed elements securely in the hotel's wiring closets instead of on ceilings, the Wire-It-Once™ architecture keeps routine maintenance away from guest areas, improves access point (AP) security and preserves interior aesthetics. The result is a future-proof network that seamlessly adapts as Westfields' customer base changes, new services emerge or the hotel expands.

The MobileAccess Universal Wireless Network delivers pervasive wireless coverage to guests and staff at Westfields Marriott. With superior connectivity inside the hotel, Westfields Marriott can continue to attract Fortune 1000 clientele and stay competitive by creating a world-class guest experience.

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.

“Acela Technologies’ turnkey wireless broadband network gives us a competitive edge in attracting business travelers and Fortune 1000 clients to the Westfields’ Marriott Hotel and Conference Center. Our customers demand world-class service and amenities and we’ve recognized that robust wireless communications are high on their list of expectations.”

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