



TP-LINK Helps Barranquilla Plaza Hotel Builds a Reliable and Efficient Network

Barranquilla Plaza Hotel

■ CUSTOMER PROFILE

Company Name: Barranquilla Plaza Hotel

Number of Rooms: 176

Industry: Hotel

Location: Barranquilla, Colombia

■ BACKGROUND

The Barranquilla Plaza Hotel– HBP is located in the most exclusive area of Barranquilla. It is close to all of the best shopping centers, restaurants, bars, designer boutiques, and clinics in the city. The hotel includes 176 guest rooms, multiple restaurants, a pool, a reception area, and a bar. The previously installed wireless network consisted of a standalone solution from another company and 80 APs.

■ CHALLENGE

The HBP's outdated wireless network was plagued with persistent issues, such as dropped connections, dead zones, insufficient capacity, and inconvenient network management. This prevented the network from meeting the demands of hotel guests and eventually began to have an adverse effect on the hotel's ratings in online reviews. Hotel management was also worried that the physical design of the older access points was inconsistent with the hotel's interior décor.

To address these challenges and improve the wireless experiences of guests, hotel management asked CONALCO, a leading local equipment supplier, to provide a new solution that could meet the following requirements:

- Coverage – The wireless network must provide coverage for the entire facility and should not contain any

dead zones.

- **Reliability** – The wireless connection must be stable and reliable.
- **Capacity** – The wireless network must be capable of providing sufficient bandwidth to all hotel guests.
- **Centralized Management** – Network management must be intuitive and efficient, allowing network administrators to easily manage and monitor the entire wireless network.
- **Aesthetic Design** – Wireless access points must blend effortlessly and naturally with the hotel’s interior decor.

■ SOLUTION

As a TP-LINK partner, CONALCO conducted a site survey in order to evaluate the needs of the hotel’s guests and the problems that would need to be addressed. They discovered that the existing network did not provide sufficient coverage and contained a number of dead zones. They also found that the signal was not sufficiently stable, frequently leading to dropped connections. CONALCO concluded that HBP could provide seamless wireless coverage for all guest rooms and facilities using 70 EAP120s and three PoE Switches (TL-SG3424P). Each PoE Switch is capable of connecting and powering up to 24 EAPs.

• Rapid Deployment

The easy-mount design allows the EAP to be easily and seamlessly affixed to any wall or ceiling surface. The incorporation of Power over Ethernet (PoE) support makes deployment effortless and flexible.

• Reliable Wireless Performance

The integrated Qualcomm Atheros 560MHz chipset allows the EAP120 to provide reliable wireless connections and expansive wireless coverage for guests and staff in every part of the hotel. High-quality hardware ensures a strong wireless signal both inside and outside of the rooms where it is deployed.



Lobby

• Captive Portal – Personalized Accounts for Individual Guests

With the powerful Guest Authentication functionality, HBP was able to establish customized settings for the guest Wi-Fi network. They designed a unique authentication page and established a voucher system to limit the duration of use for each guest. The administrator also created a captive portal and implemented unique temporary accounts for guests that reflected the number of days they would be staying at the hotel.

• Unobtrusive Aesthetics

With their unobtrusive “ceiling lamp” appearance, EAP devices were compatible with the hotel’s decorating style and were deployed without

affecting the beauty of the interior design.

- **Cost-Effective Solutions**

The TP-LINK solution offered the best value and cost-to-benefit ratio when compared to other brands, including Cisco, Ruckus, Aruba, and Ubiquiti.

- **BUSINESS RESULTS**

HBP management has expressed intense satisfaction with their newly implemented solution and 100% of the staff has reported improved internet service. TP-LINK's EAP Solution provides the reliable, high-performance wireless network that HBP and its guests demand. The centralized Wi-Fi management platform allows the HBP network administrator to effortlessly manage and monitor the entire wireless network with great efficiency.