



CASE STUDY

3D Networks keeps Internet-savvy guests at Orchard Hotel Singapore happy with broadband service

3D Networks, Singapore has successfully completed the Phase 1 deployment of Internet Broadband Access for the Orchard Hotel Singapore (332 Rooms) with another 311 more rooms in phase 2.

The 5-star Orchard Hotel, situated right in the heart of Orchard Road - Singapore's shopping belt, has invested and upgraded in its own broadband infrastructure in an effort to offer even more flexible and customised broadband services to its guests.

To meet hotel guests' demand for High Speed Internet Access (HSIA), Orchard Hotel invited 3D Networks, a leading voice and data solutions integrator, to build a broadband infrastructure for the hotel that would provide quality connectivity to the guests in the guest rooms, conference rooms and also in the hotel common areas with wireless broadband.

"Demand for broadband services is growing and it has become an expected prerequisite facility amongst our corporate guests," affirmed Mr. Clement Goh, Director Information Technology for Millennium & Copthorne International. *"We now boast broadband infrastructures at three of our five hotels in Singapore - Orchard Hotel, Grand Copthorne Waterfront and Copthorne Kings. Our ownership of the network and equipment allows for management flexibility, customisation and control for our very own broadband services,"* he added.

“With the recovery in the past few months in the travel and tourism industry, we see the hoteliers increasingly investing in technology. Broadband Internet access is one of the most-requested services. It is an investment in the future and will help the hotels to create and retain the image of being business and technology savvy properties” said Peter Lye, Global Accounts Director, Enterprise of 3D Networks Pte Ltd. *“Hotels are also looking to include advanced services like voice, video, high-speed data, long-distance applications and Video on Demand (VoD)”* added Peter Lye.

After studying the requirements of the hotel, 3D Networks deployed service-enabling technologies from Alcatel, Normadix and Gemtek along with other IP applications that would enable Orchard Hotel to offer value-rich IP services. The 100 Mbps backbone with carrier grade Core Layer 2/3 switching technology was planned for scalability, to enable the hotel to offer firewalls, VPNs and content management to the guests in its next phase. Currently, each guest room is equipped with a RJ45 Cable for connectivity. For the open areas, Gemtek Access Points and wireless PCMCIA cards were deployed to enable guests to work from just about anywhere in the hotel common areas without the need for plugging in with wires. Smarter billing, VoIP service and VoD are the next offerings planned by the hotel on an in-building IP converged network.

Security was an important aspect of the project and 3D Networks designed the internal and broadband networks separately to prevent leakage of sensitive internal data to the outside public. 3D Networks also considered improved network performance and reduced operational costs while selecting commercially available technology vendors and solutions.

3D Networks Singapore has been invited to build the broadband infrastructure for three of five hotels in Singapore managed by Millennium & Copthorne International. In March 2003, 3D Networks successfully completed the broadband infrastructure set up for the Grand Copthorne Waterfront Hotel. With the successful completion of Phase I deployment for Orchard Hotel, 3D Networks is now moving towards completing last wing infrastructure for the Copthorne King’s Hotel.

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