Hotel Internet SERVICES
Keeping People Connected™

# FOUND Hotels
Chicago and San Francisco

FOUND HOTELS

Introduction

A collection of authentic, locally driven properties that redefine the concept of luxury for modern-day travelers, FOUND Hotels was founded on the principle of breaking down the barriers to travel and providing guests with access to some of the most incredible locations at an affordable price. A company that prides itself on creating a sense of community and encouraging shared experiences, FOUND Hotels has continued to experience impressive growth with its focus on catering to millennial travelers. Such expansion has resulted in the company recently opening two new locations in Chicago and San Francisco. However, in living up to the needs and expectations of its target demographic, FOUND Hotels leadership recognized the especially critical need of catering to the online and connected lifestyles of each guest in order for both properties to be fully successful.

Challenge

With seamless online connectivity recognized as a critical factor in obtaining full satisfaction and in meeting guest expectations, FOUND Hotels leadership sought out a reputable network provider for its Chicago and San Francisco locations that could implement a customized solution capable of addressing the connectivity needs of millennial travelers. In comparing potential providers, FOUND Hotels placed a priority on reliability and the ability to accommodate to specific requests in order to completely fulfill company objectives.
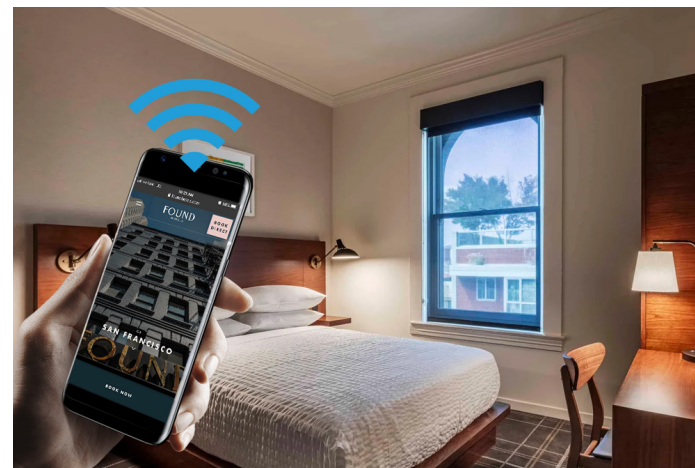
Ultimately selecting Hotel Internet Services due to the company's expertise and ability in meeting such requirements, FOUND leadership was able to implement a network infrastructure that could ensure a strong and consistent signal throughout both properties. This was achieved via the HIS ability to strategically install advanced Ruckus Wi-Fi access points in order to provide adequate coverage in all hotel areas, including private and shared rooms as well as co-working spaces and lounges. With such network infrastructure in place, guests staying at either the 60-room Chicago property or 75-room San Francisco location are able to experience a reliable and fast Wi-Fi signal regardless of the number of devices that they attempt to connect.

"While effective Wi-Fi has become one of the most demanded services by guests throughout the hospitality industry, this is especially a necessity for us considering our target millennial demographic and company focus on building shared community experiences," says Yaminah Mayta, Director of Marketing at FOUND Hotels. "Partnering with HIS was the best decision from the start as their technicians were willing to listen to our needs and ultimately create a cost-effective network infrastructure capable of accommodating the most bandwidth intensive guest online behaviors. With HIS' in-depth industry knowledge of online capabilities, we are even able to leverage our networks to further enhance our guest loyalty objectives."

In working with HIS, FOUND Hotels was also able to implement a customized Wi-Fi login page that can capture the email addresses of guests. Company leadership can then leverage such information to maximize their marketing campaign and retargeting efforts. Further ensuring that each guest is guaranteed to receive an optimal online experience, HIS also provides FOUND Hotels' Chicago and San Francisco locations with the ability to monitor network health in real time as well as the ability to maintain direct control over usage at all times.

Project Requirements

- Implement an advanced Wi-Fi network capable of fully accommodating multiple guest devices simultaneously while catering to the most bandwidth resource intensive online behaviors.

- Provide FOUND Hotels with a network infrastructure capable of enhancing marketing campaigns and retargeting efforts.

Solution

- Strategically place advanced Ruckus access points throughout both properties to ensure a strong and consistent Wi-Fi signal in all areas while providing staff with the ability to monitor and control network performance at all times.

- Provide both Chicago and San Francisco locations with the ability to implement customized Wi-Fi login pages that are capable of capturing guest email address information.