



CASE STUDY: THE DURHAM HOTEL IMPLEMENTS FREE HIGH-SPEED INTERNET FOR GUESTS

THE CHALLENGE

■ Implement a compact yet robust network that serves multiple guest rooms and open spaces while working within the constraints of an older, renovated historical building.

SOLUTION

- Install DZS FiberLAN GPON solution throughout the 55-room hotel.
- Implement the network from the ground-up, allowing IT management to customize the solution to their exact requirements and footprint.
- Install DISH's **smartbox** to distribute encrypted live TV over GPON.

BENEFITS

- All video, voice and data services are cloud-based and run over FiberLAN, reducing complexity and therefore downtime.
- Integrators are provided with a remote management feature, so IT staff doesn't need to remain permanently onsite.
- The affordability and long-term value of the implementation means The Durham Hotel can provide Internet to guests free of charge while offering a network experience similar to, or better than, what the guests experience at home.



Linking Technology and a Modern Aesthetic with ZDZS High-Speed, Space-Saving FiberLAN Solution

Durham, North Carolina has a vibe all of its own: think Southern hospitality meets tech hub. This close-knit community is thriving, with everyone from entrepreneurs to artists creating a new, vibrant energy throughout the city. Building on this entrepreneurial spirit is The Durham Hotel, a 53-room independent hotel in the heart of downtown Durham.

The Durham Hotel, which opened in July 2015, is housed inside an iconic mid-century former bank building. But it's more than just a hotel. According to General Manager Craig Spitzer, The Gentian Group set out to create a dynamic destination that would welcome locals and travelers alike. Throughout the hotel, visitors will find a thoughtfully curated selection of artisanal products that celebrate the uniqueness of Durham. But to provide a true home-away-from-home experience, Spitzer focused on something many hoteliers overlook: complimentary Internet service.

"We want to offer our guests a seamless experience, from the moment they walk in the door, until their head hits the pillow at night," said Spitzer. "Our hotel is made up of a conscientious collection of local materials and amenities. But what sets us apart is an Internet experience that's not only free to guests, but as good as, if not better than, what they experience at home."

While some hotels, including many major hotel chains, charge for the privilege of accessing the Internet, The Durham Hotel had no intention of dangling that carrot in front of its guests. "Our goal was to eliminate any of the headaches associated with accessing traditional, pay-as-you-go Internet services," Spitzer said.

The Durham Hotel was completely gutted before being transformed into a modern, tech-savvy hotel. While a complete renovation gave Spitzer a blank slate to work with, he also had a limited amount of space in which to house the hotel's network infrastructure.



