



Cristiano Ronaldo's Hotel Chooses Cambium Networks



“Although they’re mainly there for leisure, customers are demanding regarding Wi-Fi connectivity. We’ve been able to cater to them thanks to Cambium Networks!”

OLIVIER HÉNNON,
MANAGING DIRECTOR,
IT HOSPITALITY GROUP



The Customer

THE PESTANA CR7 MARRAKECH is a new hotel in Marrakesh, Morocco. Located on M Avenue — Menara Avenue — it is an oasis of elegance in the exotic atmosphere of one of Africa's most iconic cities, at the gateway to the desert.

Just a short distance from the city's historic center, the new Pestana CR7 Marrakech offers an exceptional level of comfort and an atmosphere inspired by Moroccan tradition, with large, bright, romantic spaces that are perfect for a luxury stay.

The Pestana CR7 Marrakech is the brand's fourth hotel, established after the hotels in Funchal, Lisbon, and Madrid. Cristiano Ronaldo himself called it “the most exciting hotel of them all.” It has 174 rooms, 80% of which are suites, and 2 restaurants. The hotel is also very much wellness-oriented, offering a spa and a fitness center. Finally, a business center with five fully equipped rooms is available for work meetings and all kinds of professional events. The Pestana CR7 brand focuses on absolute digital comfort and is equipped with the most modern technologies.

IT Hospitality Group operates all across Africa and the Middle East through 13 offices and service centers in Kenya, Egypt, Mauritius, Morocco, South Africa, and Ivory Coast. It is the only IT integrator to offer pan-African coverage and service to its partners and customers.

The missions of IT Hospitality Group's teams is to design, integrate, combine, and support wired and wireless services and infrastructure for hotel groups in the Middle East and Africa. By providing the best and highest-quality infrastructure, IT Hospitality Group's customers can in turn offer their own customers the full power of the latest technologies and support an ever-increasing number of connected devices and bandwidth usage.

The Challenge

THE PESTANA CR7 MARRAKECH is a high-end establishment. For this reason, it must give its customers all the services they can expect to make them feel welcome, comfortable, and taken care of throughout their stay. One of guests' main requirements is a fast, reliable Internet connection. In today's connected world, it is essential to give people easy and efficient access to their everyday leisure apps (social media, streaming platforms, and messaging).

Workspaces and meeting rooms must also provide professionals with the means to connect to their companies, customers, and partners at all times and in all situations. It is also vital for visitors — whether workers or tourists — to remain connected without any service disruption, wherever they are within the site.



The Solution

“THE HOTEL INDUSTRY IS A SECTOR we know particularly well,” says Olivier Hénnion, Managing Director of IT Hospitality Group. “We’ve been working with the main hotel chains on the African continent for many years. We’ve developed the expertise that now enables us to cater precisely to the specific constraints of this market by offering proven, reliable Wi-Fi infrastructure solutions.”

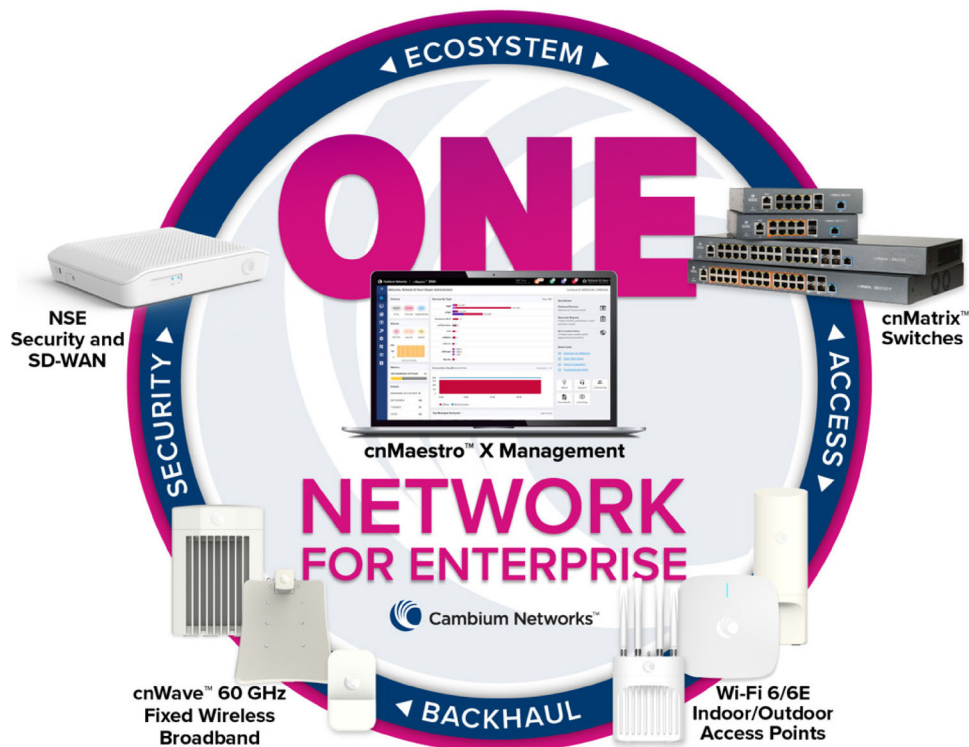
To meet the requirements of the Pestana CR7, IT Hospitality Group’s team selected Wi-Fi solutions from Cambium Networks. “Approximately 130 E430s (wall plate access points) were installed in the rooms and suites, providing Wi-Fi connectivity and IPTV broadcasting. The lobby, corridors, restaurants, and bar are equipped with 40 E410s. The terraces and pool area are covered by E500 outdoor access points,” says Olivier Hénnion. “Finally, the meeting rooms feature E600 high-density access points. The whole solution is administered using cnMaestro.”

“In order to provide an efficient technical service while ensuring close proximity to customers, we decided to work with our Moroccan partner HPN on this project,” says Frédéric Van Lennep, MEA Business Development Director of IT Hospitality Group. “First, we conducted the site survey to accurately define the locations of the access points and models to be installed. The site survey was handled by HPN’s teams, who did the wiring, LAN infrastructure, and physical installation of the access points. Then we configured the infrastructure and handled its acceptance.”

“This way of working is highly effective because it provides the end customer with a local resource to carry out level-1 support operations,” explains Frédéric Van Lennep. “We stay on as a backup for procedures that require greater technical skills.”

And Now...

AFTER A SERIES OF SUCCESSFUL TESTS, including the implementation of a captive portal for marketing operations, the Pestana CR7 Marrakech has been operating for almost a year. It was one of the first hotel sites in Morocco to be equipped with a Wi-Fi solution from Cambium Networks. “The growth of the Marrakesh hotel area gives us hope that other establishments will be inspired by this experience for their future projects!” Olivier Hénnon adds.



ABOUT CAMBIUM NETWORKS

Cambium Networks delivers wireless communications that work for businesses, communities and cities worldwide. Millions of our radios are deployed to connect people, places and things with a unified wireless fabric that spans multiple standards and frequencies of fixed wireless and Wi-Fi, all managed centrally via the cloud. Our multi-gigabit wireless fabric offers a compelling value proposition over traditional fiber and alternative wireless solutions. We work with our Cambium certified ConnectedPartners to deliver purpose-built networks for service provider, enterprise, industrial, and government connectivity solutions in urban, suburban, and rural environments, with wireless that just works.

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