Cambium Networks™

SUCCESS STORY

Boosting Property Value and Guest Satisfaction: Pacific DirectConnect's Success with Cambium Networks

PACIFIC DIRECTCONNECT

Your Direct Connection to the World

Customer Overview

Pacific DirectConnect is deeply embedded in the Hawaii hospitality sector, providing IT solutions to upscale independent hotels that embody the rich culture and spirit of Hawaii. Their approach is about delivering technological solutions and integrating the Aloha Spirit into their service delivery. This ethos is crucial in a region where hospitality and leisure are paramount, and where visitors expect to blend vacation with occasional work needs without sacrificing beach time. The team at Pacific DirectConnect excels at portraying Hawaiian culture through their demeanor and empathy towards customers. This cultural alignment ensures that even technical support resonates with the welcoming nature of the islands, enhancing the overall guest experience.

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According to a survey, 90% of travelers choose hotels based on the quality of the WiFi service, considering it an essential amenity for both business and leisure travelers.

Business Challenge

The main challenge is upgrading the Wi-Fi to meet high guest expectations and improve hotel operations. Enhanced Wi-Fi infrastructure increases property value, boosts guest satisfaction, and allows for higher profits by delivering quality service at lower costs.

Outdoor Wi-Fi is crucial in Hawaii, where guests often engage in outdoor activities like lounging by the pool or relaxing in hammocks. Reliable outdoor connectivity ensures seamless internet access throughout the property. Mike Browning, President of Pacific DirectConnect, notes the need for a more effective solution than previous vendors could offer, as hotels initially face issues with coverage and network instability.

Technology Solution

To address these challenges, Pacific DirectConnect chooses Cambium Networks for their proven reliability and performance in demanding environments.

> **The Cambium Networks XV2-23T is a rock star in our deployments.**
>
> Its performance and reliability outshine the alternatives we've tried, allowing us to reduce the number of outdoor access points needed in one deployment from 14 originally planned with another vendor down to just 6 with Cambium, without sacrificing coverage or quality.
>
> *Mike Browning, President of Pacific DirectConnect*

"Hotel managers report a significant increase in overall guest satisfaction after installing Cambium WiFi networks. Tourists and business travelers alike expect fast and reliable WiFi throughout the property, and Cambium truly delivers." *Mike Browning, President of Pacific DirectConnect*

This significant reduction illustrates the superior coverage and performance of Cambium Networks' solutions and underscores the cost-effectiveness of the deployment. The overall technology suite from Cambium Networks includes:

- **Indoor Wi-Fi 6 Access Points:** These units provide robust and extensive coverage, capable of supporting a high density of devices simultaneously without loss of performance.
- **Outdoor Wi-Fi 6 Access Points:** Highly efficient and robust, ideal for environments requiring extensive coverage and high user density.
- **cnMatrix™ Ethernet Switches:** These switches deliver high performance and reliable connectivity, optimizing network efficiency and supporting seamless integration with access points.
- **cnMaestro™ X Management System:** This platform provides end-to-end network control, simplifying operations and ensuring optimal performance across all access points.

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Field Results

The deployment of Cambium Networks technology transforms the hotels' Wi-Fi infrastructure. Pacific DirectConnect reduces the number of access points needed, enhancing connectivity with less hardware and lowering operational costs. The reliability of the indoor and outdoor access points increases guest satisfaction and reduces connectivity complaints. Cambium Networks' Auto Channel feature significantly boosts network performance by automatically selecting the most efficient channels, avoiding interference and optimizing bandwidth.

Business Value

Pacific DirectConnect enhances property value with strategic deployment of Cambium Networks' solutions. Their robust and reliable connectivity improves guest experiences and operational efficiency, making properties more attractive to visitors. Using advanced technology, Pacific DirectConnect delivers seamless, dependable service, crucial for maintaining high guest satisfaction and efficient operations.
Their forward-thinking approach and cutting-edge technology solve complex challenges, setting them apart in the hospitality industry. This commitment to quality and reliability supports long-term business growth and guest retention, ensuring properties stand out in the market.

"Cambium's Auto Channel feature outperforms the competition; it's the best I've ever seen. It dynamically adjusts to the environment, reducing troubleshooting time and enhancing customer experience. It helps maintain high service levels, even in high-density settings."

Mike Browning, President of Pacific DirectConnect

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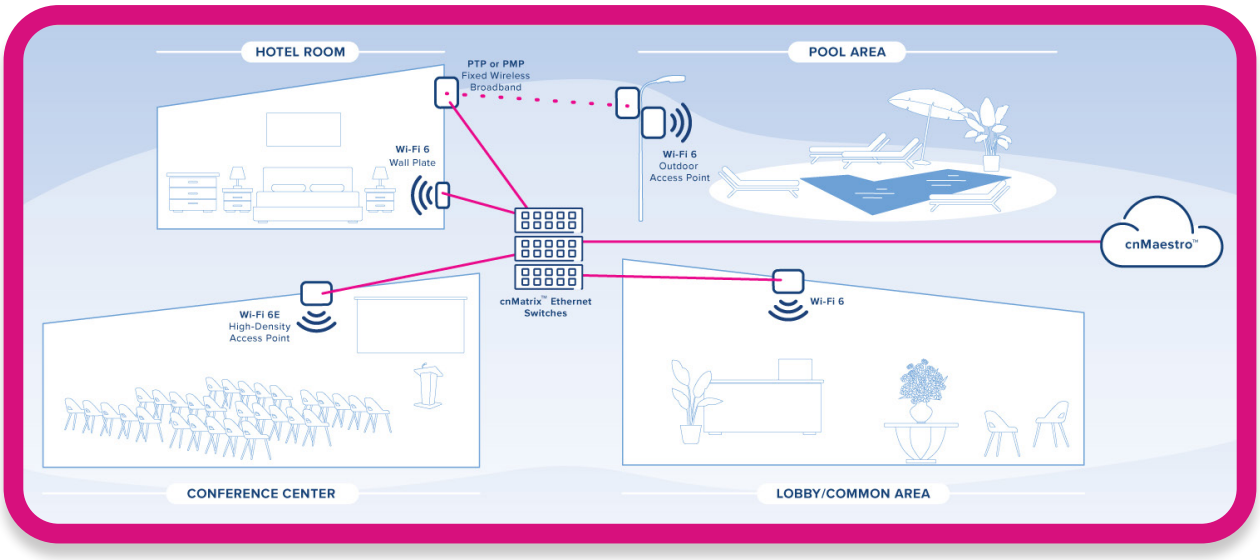

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