

# Case Study

## SAINT AUGUSTINE BEACH HOUSE

Complete Overhauling  
of the Hotel's Wireless  
Network Enhances  
Guest Experience

Hospitality



## Overview

### Client Need

The Saint Augustine Beach House requested RLCS provide a solution to upgrade its wireless network infrastructure. With an increase in guests and devices competing for bandwidth, the hotel's WiFi experience became slow and intermittent, impacting guest satisfaction and negative online reviews. The Saint Augustine Beach House required a solid wireless solution that supported excellent wireless signal & speed in each guest room as well as restructuring the current media streaming network configurations.

### RLCS Solution

The Saint Augustine Beach House worked with RLCS to construction a complete network overhaul from the ground up. RLCS deployed a wireless solution utilizing new cabling, enterprise grade access points, and managed switches throughout the property. The new wireless network enabled the Saint Augustine Beach House to provide secure, fast and stable connectivity across the entire environment and configure each access point with precision.

### Results

The Saint Augustine Beach House now provides a high-quality Wifi experience to match the same quality level their other amenities and service offer to the hotel guests. Guest can now enjoy the option to "Work from the Beach" as the hotel now provides long range, large venue broadcast access points to reach the entire beach front adjacent to the hotel. After installing the new wireless network, download and uploads speeds increased 13X over the previously measured networks speeds.



## The Client Need: A Solid Wireless Network that Supported Excellent Wireless Signal & Speed

Saint Augustine Beach House originally offered complimentary WiFi for its guest throughout the 16 available rooms. During peak usage times, speed and connectivity were severely impacted across the network. This poor guest WiFi experience resulted in negative feedback on multiple hotel reviews and began impacting new guest growth. While conducting our site survey we discovered a shortcomings in the wireless network configuration. The current wireless access point to room ratio was too low to meet network demand. 6 wireless access points covered 16 Guest Rooms on 3

floors. Aiding to the bandwidth limitations, each room had a Roku media stream device that connected through the wireless network. Bandwidth was not the only challenge, as each room suffered from radio frequency loss (noise floor) from individual AC units, microwave appliances and other conflicting RF waves. While addressing the on-premise WiFi was a critical need, the hotel expressed a desire to wow guests with providing a "Work from the Beach" amenity, allowing guests to utilize additional WiFi range and connectivity out to the adjacent beach.

## The RLCS Solution: Our Wireless Network Overhaul Delivers Speed & Stability Across the Entire Environment

RLCS begin the project with creating a new cabling routing system by installing weather tight PVC conduit underneath the hotel foundation & along the external siding, making sure to minimize the visual impact of the network infrastructure routing. This allowed RLCS to install uninhibited Ethernet cabling directly to each guest room, for maximum individual throughput and will last for years to come. Once the conduit & cabling infrastructure was in place, RLCS installed a dedicated UniFi 48 Port POE switch for seamless VLAN configurations. Using all Ubuquiti Networks components, allowed Saint Augustine Beach House to take advance of all the feature integrations the current networking equipment had

available. UniFi nanoHD Access points were installed in each of the 16 guest rooms to allow individual adjustments for each RF spectrum band the WAPs broad-casted. In order to provide the range and connectivity needed to provide a "work from the beach" guest amenity, RLCS leverage the UniFi BaseStation XG, a large venue, outdoor powerful beam-forming antenna. The selection of this access point proved to be the right recommendation as the range, speed & connectivity provided performance above and beyond the area needs. Overall, the complete wireless network overhaul will provide Saint Augustine Beach House the connectivity capacity it will need for years to come.

## Tools & Equipment:

RF Explorer Handheld &  
Rational Waves Spectrum  
Analyzer Software



UniFi Switch PoE+ 48  
Port Switch



UniFi nanoHD Access  
Points



UniFi WiFi BaseStation  
XG Wave 2 Access Point



UniFi Advance WiFi  
Centralized Controller



# The Results:

## Guest Wireless Speeds Increase by 13X Across the Entire Environment

At the completion of the project, each guest room had an individual wireless access point and wired internet connection to the Roku media streaming devices. This organized the infrastructure as well as allowed the network traffic to be segregated in it's own routing configuration, reducing the bottlenecks previously experienced throughout the hotel. The resulting speed and connectivity measurements yielding

a 13X increase in upload and download speeds. The adjacent beach enjoyed a robust & stable wireless connection across a large area. After the project roll-out was finished, guest immediate began providing hotel management positive feedback about the WiFi amenity. Below are the speed test readings we conducted after wiring, routing & traffic shaping were complete.

“The experience was extremely positive. The technicians were very respectful of the guests and staff, they did great work, and we are extremely pleased with the outcome of this project.

-Nancy E. Killmer  
General Manager

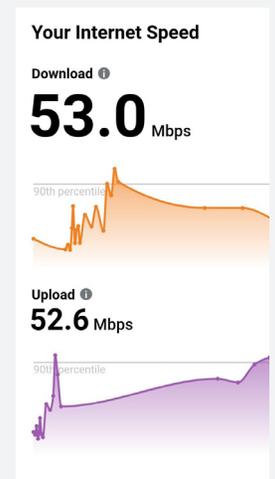
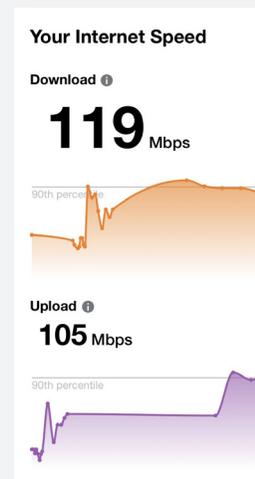
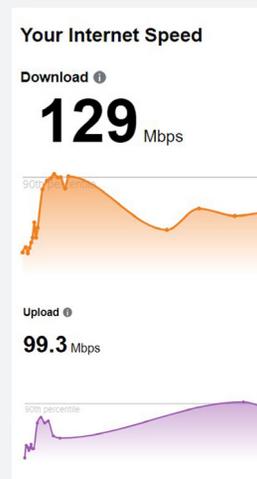
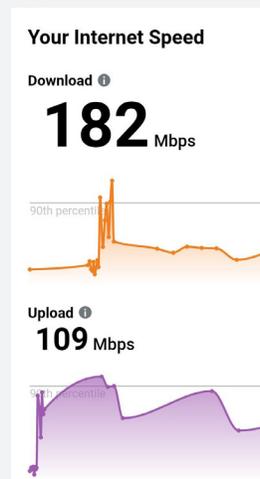
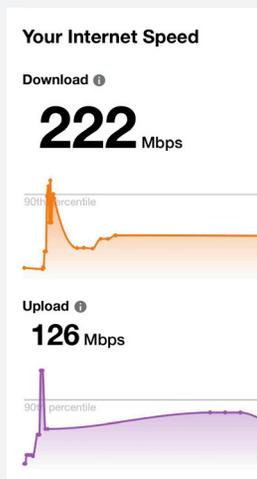
**1st Floor**  
DOWN: 222 MBPS  
UP: 126MBPS

**2nd Floor**  
DOWN: 182 MBPS  
UP: 109MBPS

**3rd Floor**  
DOWN: 129 MBPS  
UP: 99MBPS

**By the Water**  
DOWN: 119 MBPS  
UP: 105MBPS

**North Beach**  
DOWN: 53 MBPS  
UP: 52.6MBPS



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