



Case Study: Shular Inn

CirrusWorks Optimizes Bandwidth to Ensure a Great Guest Experience

Fast and reliable Internet consistently rates in the top 3 in terms of overall hotel guest satisfaction. When the Internet is fast, guests rarely comment. However, when it's slow, it becomes a concern for the proprietor and the chain. Guests at the Shular Inn at Pigeon Forge, TN, often experienced significant delays during peak congestion periods. To ensure that guests had a positive experience, Shular Hospitality needed a solution that provided the fastest Internet experience possible, all the time.

Overview

For more than four decades, Shular Hospitality, a division of Shular Companies, has provided quality accommodations and helped create memorable experiences for thousands of guests. The Shular Inn at Pigeon Forge provides guests a memorable experience in the Great Smoky Mountains of Tennessee. At full capacity, the Inn boasts 200 rooms, primarily serving families on vacation.

Challenges

During peak times in the spring and summer months, hundreds of devices access the hotel's public WiFi. Most access to the WiFi is through tablets and smart phones, where guests login mostly to access social networking sites to upload or view videos and exchange photos.

While the hotel's existing 100 Mbps cable modem is adequate most of the day, the Internet circuit is insufficient for managing times when the network link

becomes saturated. All it takes is a few users streaming video or exchanging large files to bring the network to a grinding halt. During these times, IT staff receives complaints around slow Internet or, in some cases, guests are unable to access websites at all.

The hotel considered mitigating the negative impact of data saturation by employing technologies that used static rules-based approaches such as rate capping and Layer 7 filtering, however this approach wouldn't solve the problem and instead could have the potential of upsetting users who want unrestricted access to the Internet. Shular Inn didn't want to apply rate caps to users all the time since Internet performance only lagged when the circuit was overloaded. Why cap users when there's plenty of bandwidth?

Solution

The Shular Inn needed Internet bandwidth limiting and equitable allocation of bandwidth on the fly.



SUMMARY

Industry

- Hospitality

Number of Users

- 200-room hotel

Challenges

- Internet circuit capacity insufficient to handle peak data saturation periods
- Increasing volume of guest complaints around slow Internet
- Did not want to unnecessarily reduce throughput when sufficient bandwidth is available

Solution

- Dynamic rate capping only during periods of data saturation
- Smooth out network spikes to ensure best internet experience
- Fully-automated, quick configuration device

Results

- Faster, more reliable Internet experience
- Fewer support calls
- Improved guest satisfaction

They needed a solution that would allow them to automate the process of dynamically smoothing out network spikes to ensure no speed deterioration and a smooth, consistent experience. The Inn did not want to rate cap and they needed a solution that could be up and running in minutes with no configuration or downtime.

Results

Before CirrusWorks, when the network was saturated, video streaming would often buffer multiple times during play. With the CirrusWorks' Governor in place, video streaming works perfectly, and customer experience is improved. Guests are able to upload pictures to social networking sites and stream video content at any time of the day or night without delays or connectivity issues. Customer satisfaction has improved and support calls are down.

"CirrusWorks takes a unique approach to bandwidth management. Their device

is fully automated and requires minimal configuration. Unlike traditional static rate capping, which limits performance for guests all the time, the CirrusWorks Governor consistently moderates traffic throughout the day but only reallocates bandwidth when necessary – during peak data saturation periods. This ensures fast performance all the time, whether the Internet link is congested or not."

ABOUT CIRRUSWORKS

CirrusWorks™ is the leader in dynamic bandwidth management. The CirrusWorks Governor™ optimizes traffic during peak congestion periods to ensure fast and reliable Internet performance for all users. Only CirrusWorks employs AutoAlgorithms™ that adapt to unpredictable traffic patterns in real time, without the need to pre-configure static rule sets or policies. For more information, visit www.cirrusworks.net.

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—MITCHELL SURGINER, IT MANAGER, SHULAR PROPERTIES