



CIRRUSWORKS

Solution Brief: Hospitality

Improving Internet Performance Increases Guest Satisfaction

The hotel industry was an early adopter of providing both complimentary and paid Internet access to guests. More than a decade into providing this service, the industry is now judged by the quality of the Internet connection as a major indicator of consumer satisfaction and loyalty. Providing a high quality, readily available, fast internet experience has become increasingly expensive and complex. Traditional approaches to improving are expensive, time-consuming and often fall short of delivering the reliable Internet performance guests require.

The Challenge: Adoption of Cloud-Based Applications

Hotel brands are moving their on-premise IT to datacenters and cloud based operations. While this has obvious benefits in terms of IT strategy, data integrity and IT cost, the move ultimately causes the real time amount of data transfer over the Internet (WAN) to climb exponentially. With all data being retrieved and stored outside the hotel site, traffic that was previously relegated to the onsite LAN is now transported to an off-premise data center or cloud server.

Increasing Demand for Data from a Diverse User Base

Hotel guests represent a highly dense, diverse and unpredictable user base. Before breakfast, business travelers tend to sync email and exchange media-rich files. After dinner, business guests continue to place large demands on the Internet link through use of VOIP and video applications such as Netflix or YouTube. These activities – especially on weekdays from 7 to 9 am and 5 to 10 p.m. – create the perfect storm

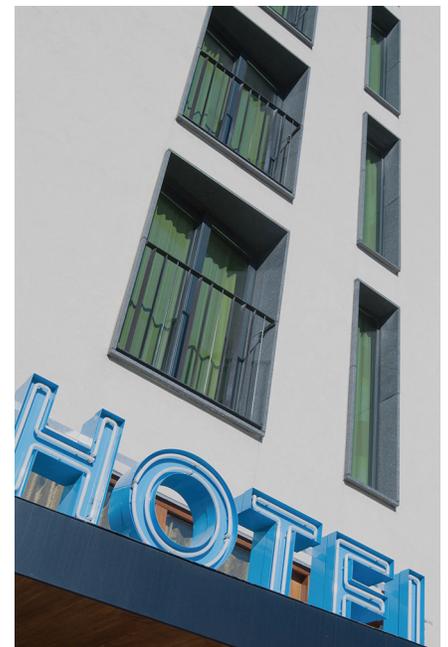
of network congestion, packet delay and ultimately poor overall service quality for time-dependent applications. For guests, this translates to poor quality of service and low satisfaction ratings.

The hotel IP traffic flow problem is a complex data model that must account for the asynchronous end-to-end data flows of each application and user over time. When collisions and delays are experienced on the Internet, the traditional course of action has been to increase the bandwidth. However, user demand rises to meet the upgraded bandwidth offered and continues until the new, increased bandwidth is also consumed. So, relief from increased bandwidth is often temporary or non-existent and can be cost prohibitive.

The Internet Access Gateway or Controller (NAC) is also to blame for slow Internet. When operated in default mode, all users vie for the same Internet resource without regard to actual throughput availability or specific user data traffic volumes. Even when rate capping is applied to

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- Reduces Internet delays during peak congestion periods.
- Ensures customer satisfaction by dynamically prioritizing Internet traffic.
- Increases bandwidth efficiency through automated 'best fit' allocation.



the user base, the vast oversubscription of bandwidth does not overcome the inequity of high bandwidth users vs. low bandwidth users. A few “data hogs” can spoil the availability of bandwidth for the vast majority of users, resulting in most users having a negative Internet experience.

The Solution: Next Generation Bandwidth Management from CirrusWorks

Designed by technology executives who have served the hospitality industry for more than 15 years, the CirrusWorks Governor takes a new approach to improving Internet speed. Instead of purchasing additional capacity or configuring complex rule sets, the Governor uses AutoAlgorithms™ to automatically adjust bandwidth allocation among users based on their relative demand in real time. Traditional packet shaping requires IT staff to predict user behavior, but predicting the behavior of a hotel guest is nearly impossible. Since the Governor allocates bandwidth dynamically – regardless of application or user behavior – it is extremely effective in fairly distributing available bandwidth in a diverse guest environment.

CirrusWorks Benefits

The easy to install CirrusWorks Governor device enables fast and reliable Internet. The Governor installs in minutes, requires

minimal configuration and no maintenance, and costs a fraction of alternative approaches to improving network performance.

Reduces the Need to Add Surplus Bandwidth. Internet bandwidth requirements will continue to grow, but adding too much bandwidth is an expensive, short-term fix that rarely solves the data congestion problem, especially during peak usage periods. CirrusWorks ensures that your available bandwidth, regardless of circuit size, is optimized for efficiency and allocation to all users.

Lowers IT Costs. Little to no configuration is necessary in most network environments. Since the Governor engine automates the process for you, there’s no need for training or dedicated IT staff – saving you time and money. The Governor’s self-learning algorithm even improves network performance over time, making ongoing adjustments unnecessary and ultimately reducing support costs.

Automated and Dynamic. CirrusWorks improves traffic flows by making instantaneous decisions about the optimal prioritization scheme to be applied to the traffic – all in real time. By constantly making “best fit” decisions, traffic becomes normalized and tends to stay normalized – averting the rushes and surges often seen in traditional packet shaping implementations.

Augments Traditional Packet Shaping.

The CirrusWorks Governor was designed to coexist with other packet flow devices on your network, including routers, firewalls, gateways, content filters, traffic shapers and L2 or L3 switches. The Governor complements your network, maximizing your previous infrastructure investments, and enables effective rate-capping to ensure guests and staff get the online experience they expect.

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.

