



OCEAN EDGE GOES LEADING EDGE



Cape Cod's premier resort selects a high-speed Motorola wireless broadband system to provide fast, reliable voice and data connectivity for its guests.

SITUATION

Ocean Edge Resort & Golf Club needed to upgrade its wireless network to provide higher throughput for guest connectivity.

A prestigious Cape Cod destination for a quarter century, the Ocean Edge Resort & Golf Club attracts discerning guests from around the world. Committed to providing guests exceptional service and amenities, resort management realized they needed to improve the existing six-year-old wireless network to meet the expanded connectivity requirements of today's Internet-savvy individuals and families. The bandwidth demands of powerful new wireless applications — such as high-speed downloading, streaming video and social networking — for smartphones, tablets and other wireless devices made a network upgrade essential to meeting the connectivity needs of their guests.

SOLUTION

Motorola PMP 430 Point-to-Multipoint network providing higher speed communications and Internet access to guest and meeting rooms.

The resort's existing network had functioned extremely well since its installation in 2005. Even in the harsh Cape Cod climate with blazing summers and frigid winters punctuated

by heavy Atlantic storms, the system had been consistently reliable, with virtually no outages or downtime. Working with Boston-based Community WISP, Ocean Edge preferred to continue working with Motorola technology, selecting the Motorola PMP 430 system to upgrade its wireless connectivity and guest access.

RESULT

Fast, simple installation and increased guest satisfaction made possible by the proven reliability and performance of Motorola wireless technology.

To make the installation virtually transparent to guests, Community WISP leveraged elements of the existing wireless system. New PMP 430 radio units were quickly and easily installed on each of the 30 guest buildings by replacing the old modules with new radios — while reusing all cabling. Now operational for the start of the 2011 summer season, the network allows guests to enjoy the reliable, higher-speed connectivity they need for today's powerful mobile applications ranging from tweeting and texting to fast downloads of data and music files to watching streaming video on sites such as Hulu and YouTube. High-speed service is also available in the resort's new conference center and meeting rooms.

CUSTOMER PROFILE

Customer

- Ocean Edge Resort & Golf Club, Cape Cod, Massachusetts

Industry

- Hospitality

Motorola solution

- Motorola PMP 430 wireless broadband access network

Solution Features

- High-speed data transfer of up to 40 Mbps per sector aggregate over 5.8 GHz spectrum
- Exceptional year-round reliability in severe Cape Cod weather
- POS solutions for resort's retail locations

Benefits

- High-speed Internet connectivity in all guest accommodations and corporate venues
- High-performance data and voice service
- Increased guest and user satisfaction

RESORT GUESTS NEED MORE THAN CONNECTIVITY — THEY NEED BANDWIDTH

Since its opening in 1986, Ocean Edge Resort & Golf Club has been one of the most popular vacation, golf, meeting and wedding destinations not just on Cape Cod and in New England, but in the U.S. and the world. With a rich history dating back to the late 19th century, the resort offers guests more than 500 acres of luxurious grounds, beautiful Cape beaches and accommodations in the almost 100-year old Mansion and in two and three bedroom villas. The resort is also home to the challenging, world-class Nicklaus Design 18-hole Ocean Edge golf course.

“At Ocean Edge, we make a point of anticipating the evolving requirements of our guests,” says Chris Webb, Ocean Edge’s IT Director. A large part of this evolution concerns communications needs. Continues Webb, “When we installed our initial wireless network in 2005, our guests wanted connectivity in their accommodations for e-mail and Internet access. In six years, guest needs have changed considerably and basic connectivity is no longer enough.”

BANDWIDTH ON VACATION

Six years ago, a family of four checking into an Ocean Edge Mansion guest room or villa might have one laptop computer used mainly to check e-mail, to keep in touch with the office or to get the latest sports scores from home.

Today, smartphones, tablet computers, laptops and other mobile computing devices are part of daily life. Today’s family of four is likely to have three or four smartphones, a couple of tablets and a laptop or two. They are texting, tweeting, visiting on Facebook and other social networking sites, downloading music and video files and watching streaming video on sites such as Hulu and YouTube. “Today, our guests expect to have the high levels of bandwidth that allow them to use their mobile communications devices just as they would at home and at work,” notes Webb. “Most people don’t want to take a vacation from bandwidth.”

HARSH WIRELESS CLIMATE

Cape Cod, while beautiful in the summer, is known for an especially severe climate, transitioning from hot, blazing summer sun to the fabled Atlantic Nor’easters that can wreak havoc on communications technology, both wired and wireless. Partnering with Boston-based Community

WISP, Ocean Edge installed its first wireless network in 2005, relying mainly on Motorola wireless infrastructure. “Most importantly, Ocean Edge was very satisfied with the performance and reliability of its first wireless network,” says Bob Zakarian, President, Community WISP. “In six years, the Motorola technology never experienced an outage, despite the difficult climate. But to keep up with its guests connectivity demands, the resort needed more throughput.”

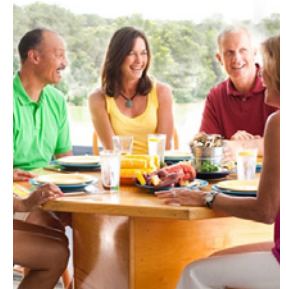
CONFIDENCE IN MOTOROLA

“Despite the reliability of its original wireless network, the old equipment was being maxed out in terms of performance,” says Tom Woods, Community WISP Director of Wireless Solutions. “When we started to upgrade the network, Ocean Edge was so confident about Motorola technologies, they saw no need to look at other systems at all.” Ocean Edge and Community WISP ultimately selected to upgrade the guest connectivity system using a Motorola PMP (Point-to-Multipoint) 430 solution.

The new wireless system consisted of new network Access Points, and new Subscriber Modules on each of the 30 villas on the property. “Installation was fast, simple and virtually transparent to guests,” states Webb. “We were able to use existing cabling from our original system, merely swapping out old radio modules for powerful new ones. With this easy replacement, we avoided having to inconvenience guests, and the system was ready to go by the start of our summer season.”

OPEN CAPE PROJECT

“Cape Cod has a lot of pent up demand for higher speed connectivity,” notes Woods. “The new Ocean Edge network is being deployed at the same time the area is beginning the federally funded Open Cape Project, a 300-mile fiber middle mile network that will be the basis of high-speed wired and wireless connectivity throughout the Cape.” Bottom line, the new Ocean Edge guest WiFi access network is empowering guests with the bandwidth to provide the connectivity they need. “As our guests require higher throughput for their powerful new wireless devices,” concludes Webb, “the new Ocean Edge wireless network is making sure we are on the leading edge of providing it for them.”



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Chris Webb
IT Director
Ocean Edge Resort & Golf Club

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