

Sun International Delivers the Ultimate Guest Experience

International hospitality group rolls out unlimited super-fast Wi-Fi connectivity for technology-savvy business travelers.

Customer Name: Sun International

Industry: Hospitality

Location: International

Company Size: 10,000 + employees

Business Impact

- Provided new experiences and improved services for guests
- Reduced complexity and cost of managing hotel operations and IT
- Achieved differentiation in competitive hospitality industry



Case Study

Business Challenge

Sun International Management Limited invests in and manages businesses in the hotel, resort, and casino industry. The group is specifically focused on the development, operation, and management of hotels, resorts, and casinos across Africa and South America.

Sun International opened The Maslow Hotel in January 2013. The 281-room hotel is situated in Sandton, which is located at the heart of South Africa's business district, home to top investment banks, financial institutions, and the Johannesburg Stock Exchange. The group took over the hotel from a competitor and completed a massive internal and external refurbishment that took over a year. The name of the hotel references psychologist Abraham Maslow's well-known hierarchy of needs theory, and the group has applied the same approach to understanding guests' needs in its service philosophy.

Johan Kok, Group Manager, IT Support Services, Head Office, explains, "We place great emphasis on treating guests as individuals. At The Maslow Hotel, we wanted to have the technology and intelligence in place to facilitate business and help individuals succeed both personally and professionally."

Solution and Results

To enable a seamless Wi-Fi experience for The Maslow Hotel's guests, Sun International implemented a Cisco® wireless network running on a Cisco Catalyst® switching network. The Maslow Hotel has an end-to-end Cisco solution, including Cisco LAN and data center switching, wireless, unified communications, IP video surveillance, and an integrated access control solution. The end-to-end, integrated solution provides guests with a highly secure and reliable service.

Sun International is positioned as the number one brand of luxury hotels and is the best gaming operator in South Africa. "When it comes to technology, we also want to lead. We partner with companies that can provide the maximum benefit to our guests, and Cisco's integrated solution fits the criteria."

By collaborating with a single vendor for the network, surveillance, and access control, Sun International staff are able to spend much less time managing the network than hotels with multiple networks. Support is simplified, because they do not have to wait while multiple vendors determine whose technology is the source of the issue.



Sun International

Most importantly, guests and staff now experience free and unlimited Wi-Fi connectivity throughout the hotel, in the 12 meeting rooms, and in the conference center. While other hotels in the area offer a capped solution of up to 750 MB of data, The Maslow Hotel offers travelers in Sandton the fastest download speeds, reaching up to 50 Mbps. Guests with day access are provided with 1 GB of free Internet access, substantially more than what competitors are offering.

"Sun International is setting the benchmark for luxury, as well as technology. The Maslow Hotel's uncapped Wi-Fi offering is without a doubt the fastest in the hospitality industry in Sandton and is a catalyst for our guests to business communication, social media, and mobility."

Johan Kok
Group Manager, IT Support Services, Head Office

Sun International Delivers the Ultimate Guest Experience

Continued



Case Study

Now there is no need for guests to untangle cables or search for a connection point. They have unlimited free Wi-Fi for their tablets, laptops, or smartphones, and the service is not interrupted because of a limited-access package purchased at the front desk.

As a result of the Wi-Fi network, The Maslow Hotel is also experiencing less complexity in its operations. Room service is ordered from point-of-sale devices that place orders directly with the kitchen, as opposed to staff writing the orders down. Maintenance staff directly log a call to the system, helping ensure speedy service delivery and that issues are addressed immediately.

Until recently, Sun International outsourced The Maslow Hotel's guest Internet access to a third party. It then decided to take control of guests' experience by managing it internally. By doing this, Sun International has established itself as a differentiator in an increasingly crowded and competitive marketplace through the use of intelligent technology. Sun International will now use its investment in The Maslow Hotel's technologies as a blueprint that will be deployed as a model across the group.



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