

the simple guide to a well designed Wi-Fi® system

by John Pretto

Having a good Wi-Fi® experience for your guests can be the key differentiator between you and your competition.

People depend on fast, reliable Wi-Fi as a necessity and will demand it as a mandatory offering. These days, timeshare owners, renters and exchangers and as importantly, timeshare prospects expect Wi-Fi to be as reliable as electricity or water. Moreover, the long-term trend in public Wi-Fi systems are heading towards a free model.

You may be asking yourself: Can't people simply use their 3G or 4G service from their telecom providers? That way you don't need to worry about installing a Wi-Fi system. Well, think again.

There are several advantages to installing a properly installed Wi-Fi Network.

A good Wi-Fi network, such as R66T, can provide speed six to ten times faster than 3G, or 4G networks. Therefore, customers will attempt to connect to a fast reliable Wi-Fi network first before choosing a 3 or 4G network.

Our research shows that the Wi-Fi technology will sustain its lead in bandwidth speeds against the large Telecom carrier-based wireless services for the foreseeable future. Additionally the Wi-Fi industry continues to innovate faster because it is costly and takes three to five years for a carrier to deploy newer standards into the field.

And, more importantly, the Wi-Fi systems can be a new medium to communicate to your timeshare customers.



First, you must be aware that to install and maintain a properly deployed Wi-Fi system it requires a capital expenditure that will have a quick ROI if done properly.

The components that make up a well-designed Wi-Fi System include:

- Acquiring enough bandwidth and having ability to scale that bandwidth
- Choosing the right gateway device and networking hardware
- Getting a professional Radio Frequency site survey to deploy Wi-Fi radios
- Having a professional to provide support for the system

The most common mistake that properties make is purchasing too little bandwidth for a property. First, if a customer has less bandwidth than they have at home they will be dissatisfied. Second, if the bandwidth on their 3G or 4G device is faster than the Wi-Fi system they will use that connection instead.

Bandwidth Considerations

R66T suggests that each user has at least half a megabit per second of burstable bandwidth minimum and double that, or one megabit per second, for an optimal user experience. Additionally, year-over-year consumption will grow approximately 15%. Make sure you purchase a circuit that can scale up accordingly. Further, the best way to optimize your bandwidth is to monitor your bandwidth utilization over time and adjust accordingly.

Router/Gateway

If you think you can go down to your local store and buy residential-grade quality equipment for your property and create a low cost solution you are sorely mistaken. Creating an effective solution requires you choose the proper enterprise grade gateway or router. This is the heart of your system. The proper device can thwart users that are consuming too much bandwidth, provision the system for tiers of service, provide a billing gateway, provide for enterprise-level security and much more. These features have been widely available within corporate enterprises for years that are now affordable for resort developers.

Wi-Fi Equipment

There are several top tier manufactures that supply commercial radios and controllers that





are a necessity in any well designed Wi-Fi system. Once again do not rely upon residential quality Wi-Fi radios for use in a commercial property. The commercial radios produced by Xirrus®, Ruckus®, Enterasys®, Aruba® and Cisco® are top-tiered manufactures that are proven and specifically designed for commercial use.

System Support

Today there are third-party companies that provide complete support of your Wi-Fi system. They will provide total system support to level I, or basic user support, at very cost effective prices.

Finally, you must understand that done right your Wi-Fi system can turn from an expense line item to a revenue generating while providing an awesome “free-to-guest” experience.

About John Pretto and R66T Digital Media

John Pretto is Chief Technology Officer for R66T (pronounced “root 66”), the largest provider of Internet/Wi-Fi services and content to the U.S. hospitality industry, currently offered in over 7,000 hotels and airports. The company also owns OnSite Concierge and You Are Here content portals, as well as various other online media assets.

John Pretto, CTO
R66T Digital Media
www.r66t.com
jpretto@r66t.com

