



Hersha Case Study

Industry: Hospitality

Challenges:

- Primary audience of properties is business travelers dependent on Internet access
- Current bandwidth at properties is used at capacity
- Upgrading existing links is an expensive proposition
- Large amount of properties for which to manage and upgrade bandwidth

Solution:

- The Elfiq Link Balancer provides the ability to manage multiple ISP links concurrently for 50 properties
- The existing T1 circuit was complemented by DSL and/or cable modems depending of the property's requirements and available providers
- Hersha selected the LB-550E and LB-1100E based on their properties' requirements
- Elfiq's professional services provided installation and best practices for the project

Benefits:

- Properties have experienced better guest scores since the Elfiq Link Balancer was implemented
- Low-cost telecommunication circuits have been used, providing an ROI of under 10 months on each property compared with available options to increase bandwidth
- Incremental ISP links provide the throughput required for customer activities
- Elfiq's efficient approach enables easy monitoring and alerting of bandwidth in properties

“The Elfiq products have enabled us to add large amounts of bandwidth at a fraction of the traditional cost while maintaining a reliable HSIA network. We have improved guest scores, have redundancy, and happy guests. . . what else can I ask for?”

Jason Shane
Director of IT

Overview

Hersha Hospitality Trust operates a total of 73 hotels which represent 9,294 rooms across 9 states in the United States of America. Hersha operates full and limited service properties from top brands including Marriott, Hilton, Starwood (Sheraton), Hyatt and Intercontinental Hotel Group (Crowne Plaza, Holiday Inn). In 2008, Hersha generated over \$378 million in revenues.

Challenges

Hersha operates hotels in the midscale, upscale and upper upscale categories which attract a customer base composed primarily of business travelers.

In this context, Internet access is a key requirement to deliver a positive guest experience as almost every guest will be using corporate services such as VPN and email to perform business functions each stay. That meant the current Internet access strategy was no longer capable of delivering the required level of performance expected by guests.



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Solution

To meet and exceed these requirements, Hersha considered utilizing circuits delivering a higher throughput but pricing was prohibitive.

Hersha decided to implement incremental ISP circuits (DSL, cable modems) to complement their existing T1s managed with Elfiq Link Balancer appliances.

Using this approach, Hersha was able to deliver the incremental bandwidth which guests utilize through low-cost links so they could meet their objectives.

Elfiq's Quality of Service feature ensures that access key services is always optimal and lower-priority services do not over-utilize the available bandwidth.

Elfiq's professional services were retained to provide best practices and deployment of the units.

Benefits

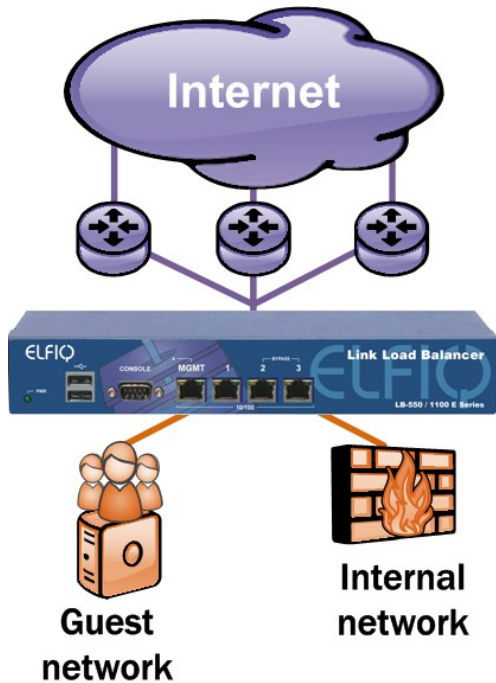
The Elfiq Link Balancers combined with the incremental bandwidth provided what the properties needed to give their guests a positive Internet access experience.

Through this approach, the implementation was done on budget and the return on investment phase was under 10 months.

With Elfiq's proactive monitoring and alerting of Internet Service Provider circuits, Hersha and their partners can be notified once a circuit is not operating as it should and work towards getting the service restored much more quickly than before.

Overall, the Elfiq Link Balancers enable Hersha to deliver a great guest experience and in return receive higher guest satisfaction scores.

Overview of Hersha's Elfiq implementation



Elfiq Link LB-550E | LB-1100E



Maximum number of WAN links	3 6
Maximum throughput (full duplex)	LB-550E: 80Mbps LB-1100E: 120Mbps
Maximum number of concurrent sessions	32,000 64,000
Seamless integration	Yes Yes
Quality of Service and traffic segmentation	Yes Yes
Time of day configuration management	Yes Yes
Condition-based balancing	Yes Yes
Intelligent DNS	Yes Yes
Maximum number of Virtual Forwarding Interfaces (logical balancers)	1
Format	Desktop unit with 1U mounting kit



To learn more about how Elfiq Networks can help your organization maximize its IT infrastructure please contact us at: sales@elfiq.com • www.elfiq.com • 888-GO-ELFIQ • (+1) 514-667-0611