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NEWS

## ELFIQ Solves Hotel Bandwidth Needs and Downtime Issues

January 31, 2007 - Elfiq has developed a series of affordable link load balancers that enable hotels to merge multiple broadband circuits—T-1s, DSLs, Fiber, wireless, cable modems—together under a single IP scheme.

This allows the hotel to utilize less expensive broadband in building the speed of their network and scale the data pipe to best meet the needs of their guests and meeting room customers. By having multiple ISPs, the load balancer provides redundancy and eliminates downtime of the network, giving guests both incremental speed and assurance of a solid connecting experience.

With today's business traveler having higher and higher expectations in all aspects of their guest stay, for many, the Internet connecting experience is most critical. Hotels must respond to this or suffer the consequences of giving their guests a poor experience. "We recognize that guests who connect to the Internet want to be productive, check their e-mail and accomplish their tasks, quickly and efficiently. Elfiq gives hoteliers a solution to assure their guests can do just that," said Ghislain Lachapelle, engineer at Elfiq.

In a recent Jupiter study, it was acknowledged that more than half of business travelers surveyed would be less likely to stay in a hotel again after a single bad experience with high-speed Internet access (HSIA) in that particular hotel. And the reality is more and more guests are connecting to hotel HSIA networks every day. But with streaming video, file sharing, guest applications like Slingbox and Skype, networks are being bogged down and the guest experience is not always positive.

Jeff Parker, director of technology at the Magnolia Hotel in Denver recognized that risk and opted to incorporate the Elfiq Link Load Balancer into their network. "We chose to merge a large bandwidth DSL circuit with our T-1 in Q4 '06. We will be adding another DSL circuit this quarter to bring our guest data pipe to 12 Mbps for less than the monthly cost of two T-1s. Bandwidth at this level gives our hotel a competitive advantage," said Parker. "We have also observed a reduction in guest complaints regarding bandwidth and VPN connections."

While some hotels have acknowledged the increasing broadband demands on their networks, others are not yet clear on the impact of insufficient bandwidth. What is clear is that broadband needs are accelerating and hotels must find efficient ways to manage those needs.

"Every day in the industry we see the rapidly growing need for hotels to meet the demand of bandwidth for their guests. By utilizing the Elfiq technology, our clients can meet the demands cost effectively by using a combination that now includes utilizing cheaper/high capacity bandwidth. All of this while building redundancy and reducing the cost structure of the telecommunications side of operations for these assets," said David Shanks of Warner Consulting Group.

While the Elfiq Link Load Balancer has been successfully distributed in other vertical business markets, the hospitality segment is primed for its application. Elfiq delivers an affordable solution with a rapid payback and directly serves the immediate needs of the hospitality industry – providing a reliable solution that offers scalable, expandable bandwidth, redundancy with real-time failover and ensuring the hotel a superior HSIA product with an improved guest experience.

"Simply, it means hotels that recognize the critical nature of the guest connecting experience and choose to address it with Elfiq's leading-edge technology, will hold a competitive advantage over other area hotels," said Lachapelle.

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