



MAGNOLIA HOTELS

# Case Study

## Industry: Hospitality

### Challenges:

- A significant portion of Magnolia's clientele consists of business travelers requiring Internet connectivity
- The hotels' award-winning brand is directly linked to the experience designed for the guests
- Available bandwidth was limiting the Internet experience and outages were disruptive to guests
- Internet access could impact guest loyalty
- VPN access could be difficult depending on customer VPN client technology

### Solution:

- The Elfiq Link LB-1000 provides the throughput and flexibility required by Magnolia Hotels
- Each of the four locations now offers HSIA with multiple ISP links using multiple technologies
- Elfiq's professional services were retained to ensure rapid and efficient deployment
- Elfiq's 24 X 7 support was also selected to maximize the investment and support guests at all times

### Benefits:

- Magnolia Hotels' Internet access has been uninterrupted since the installation of Elfiq's LB-1000 units at each hotel, and throughput is excellent
- Magnolia's brand is positively affected by the Elfiq implementation, with a noticeable reduction in guest complaints regarding both bandwidth and VPN
- Magnolia has been implementing low-cost DSL links to provide incremental bandwidth
- Throughput has become a competitive advantage and easily supports both guest and employee needs

*« Thank you for introducing me to the Elfiq Load Balancer. This device has been a terrific addition to our guest Internet experience. We have turned Internet access into a competitive advantage at all our locations. »*

Jeffrey Stephen Parker  
Vice President of Technology

### Overview

Magnolia Hotels offers a boutique approach to hospitality, where the strong connection developed with guests ensures loyalty across their four locations. Magnolia's guests are primarily business travelers who require bandwidth to keep in touch while away.

### Challenges

Internet access for guests at Magnolia Hotels has become a vital part of the experience because most of the guests require significant bandwidth for business applications and VPN access.

When this service underperformed especially at peak hours, guests would complain and hospitality is a loyalty-based model at Magnolia.

Guests are using new applications like Slingbox™ and YouTube™ which use a lot of bandwidth and cause network bottlenecks at peak times of demand.

VPN access could be problematic for some customers, since IPSec VPN clients do not support NAT traversal, therefore guests using this technology could not connect to their corporate offices.



## Case Study

### Solution

To meet growing guest demands, Magnolia Hotels explored how they could enhance the reliability and performance of their Internet access. Elfiq was short-listed for this project due to the firm's expertise in the field of hospitality.

After a needs analysis, the LB-1000 was selected for its performance, flexibility and ease of use. The unit can accommodate up to four Internet links, which is what Magnolia was looking for and IPSec VPN clients are supported in the Elfiq models thus solving the guest connectivity issue.

Each of the four Magnolia locations uses the Elfiq unit with the previously installed T1 links and acquired DSL and cable modem links to provide the required bandwidth.

The Elfiq units were configured with traffic segmentation in mind, where traffic types are prioritized onto specific links, such as guest VPN connections on the T1s.

### Benefits

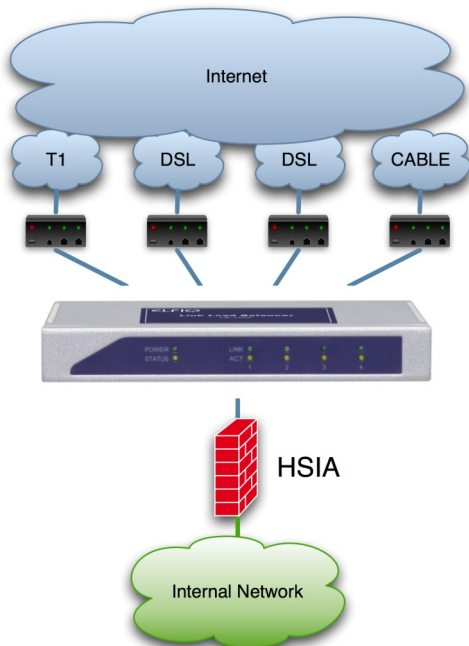
The Elfiq units performed beyond Magnolia's expectations, significantly reducing customer complaints about Internet and VPN access with uninterrupted service, turning the Internet experience from problem to competitive advantage. Traffic segmentation also provided guests with guaranteed performance for key traffic types.

Along with the Elfiq units, Magnolia added multiple low-cost DSL links for each location instead of expensive DS3 circuits, providing significant cost savings while giving guests over 18Mbps of bandwidth for less than the price of two T1s.

With this approach, when a link stops operating normally or gets saturated, other links are used until the situation is resolved, providing a transparent solution to guests.

With the Elfiq units, Magnolia was able to raise the level of customer experience which is key to the Magnolia brand, ensuring guest loyalty for each location.

### Overview of Magnolia Hotels Elfiq implementation



### Elfiq Link LB-1000

Maximum number of WAN links	4
Maximum throughput	45Mbps
Maximum number of concurrent sessions	64,000
Seamless integration	Yes, standard
SitePathMPTX link multiplexing	Yes, standard
Intelligent Service Vericator	Yes, standard
Intelligent DNS	Yes, standard
Denial of Service protection	Yes, standard Session Guard
Maximum number of VFIs	1
Format	Desktop unit

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