



CASE STUDY

WORLD CINEMA BRINGS COMPLETE CONNECTIVITY SOLUTIONS TO STAYAPT SUITES NATIONWIDE



WORLD CINEMA

Designed as an Apartment-Style Hotel to business, relocation and leisure travelers, stayAPT Suites selects World Cinema (WCI) technology portfolio including surveillance, secure high-speed Wi-Fi and in-room entertainment. The requirement of security and scalability to increase user experience called WCI to perform.

Powered by WCI's connectivity solution, ImpruviX, stayAPT Suites provides advanced technology solutions like high-speed Wi-Fi to all guests. This partnership extends beyond traditional hotel in-room entertainment to include ImpruviX NetworX and Connectivity, CCTV Surveillance, Low Voltage, and Managed Wi-Fi Services.

This fast-growing U.S. hotel brand was seeking a turn-key partner to service their portfolio from inside the room to property wide. With a winning concept in hand and the backing of Sonora Network Solutions, Cambium Networks, Eagle Eye Networks and the WCI Low Voltage team, WCI set out to create plans for implementing a total solution.

"Technology is the backbone of the guest experience nervous system. When it is out of alignment, the guest experiences pain. When the technology is working great, the guest experience is peace of mind."

Brian Mangum; CIO, stayAPT Suites



SINGLE-SOURCE, CUSTOMIZABLE AND SECURE CONNECTIVITY

Consistency and value create a winning network connectivity solution and build a new brand reputation from the ground up.

THE CONCEPT

As demand for long-term lodging continues to grow, stayAPT Suites provides a unique offering in the marketplace with its apartment-style suites that offer guests a more residential feeling experience. Their dedication to the guest experience motivated the partnership with WCI. ImpruviX by WCI advances the guest experience while reducing the stayAPT Suites bottom line with energy-efficient solutions and operational improvements. ImpruviX provides a quality connection to the property and then within in to service guests and their devices.

Budget was a consideration of significant importance. With an affordable suites hotel brand, the need for a reliable solution that was also cost effective was of great value to the client- but not at the sacrifice of performance or guest experience. Leaning on Sonora Network Solutions for supplying training and support on the RXG Net Device allowed for multiple partnerships to merge and create an opportunity for bulk pricing on a truly sophisticated solution and product- which equated to major cost savings for this client on a very high-end solution.

stayAPT Suites was seeking a partner who could provide:

- Great consistency across the brand for unified reputation building and user experience
- A single-source solution that minimizes complexity and expense
- Multiple elements of guest experience integrated into one network connectivity solution, with mobile access and app performance as key indicators of success
- A secure connection for guests to access their streaming apps, ensuring they feel at home



"The word 'no' is not in World Cinema's playbook. They always find a way to provide a solution for us when we ask."

Brian Mangum;
CIO, stayAPT Suites

STEPS TO BUILDING A SOLID INFRASTRUCTURE

- Comprehensive consult with multiple involved teams for the single-source solutions the brand required
- Site survey to determine the correct solutions to power their property
- Blueprinting and predictive mapping to create complete connectivity across each hotel site
- Staging and installation
- Post install training with each site team to ensure ease of use, proper authentication, and system go-live readiness for each location
- WCI also designed, deployed and manages physical security features across all properties, integrating virtual and physical security into an overall solution outline
- The solution helps position this client as an emerging leader in their industry, offering the best in-room entertainment and connectivity options around

IMPRUVIX CONNECTIVITY AND MANAGED WI-FI SERVICES

WCI's ImpruviX solution offers unparalleled security segmentation and instant onboarding, making it an obvious choice for clients like this. With tangible ROI and monetization opportunities built into the solution, as well as the business value of lower cost of ownership (without sacrificing quality or security), ImpruviX delivers industry-leading service and features into new verticals that have never had access to this level of solution in previous competitors' price points.

The ImpruviX system provides robust, secure high-speed connectivity solutions for stayAPT Suites. To provide the best guest experience, stayAPT Suites promises high-speed, quality internet for all guests. In high-density environments like hotels, quality wireless bandwidth is crucial as the demand for reliable internet access increases daily. Advanced connectivity through ImpruviX Connectivity makes guests at stayAPT Suites feel less restricted and more at home.

ImpruviX Connectivity is a long-term, flexible solution for extended hotel properties. An agnostic circuit to the property system complete with SD-WAN functionality, ImpruviX Connectivity reduces wireless redundancy and provides increased bandwidth and faster internet speeds. Furthermore, ImpruviX Connectivity is a managed Wi-Fi service for stayAPT Suites, meaning all the installation, maintenance, and network monitoring is performed off-site by ImpruviX's hand-selected industry professionals.



LOW VOLTAGE

From preliminary stages of design and planning to cabling install, the WCI team of experts worked with stayAPT Suites to review their cabling specifics and electrical blueprints to fully custom design the wiring solution. All new stayAPT Suites properties are designed with low voltage cabling to deliver a network infrastructure that can easily scale for high bandwidth demands of guest Wi-Fi, in-room entertainment, and guest streaming devices.

SURVEILLANCE SOLUTIONS

Security is always a key factor in hospitality. With thousands of travelers coming through the hotel doors each year, stayAPT Suites wanted to ensure a safe environment for their guests. WCI and Eagle Eye Networks joined to streamline video surveillance with remote access and the ability to quickly navigate between cameras across their portfolio. The advanced analytics uncover ways to improve guests visits by monitoring the number of guests and staff entering and exiting the building and discovering traffic flow patterns. stayAPT Suites can now protect vulnerable areas, reduce, and proactively prevent thefts.

IN-ROOM ENTERTAINMENT

With the long-term lodging traveler in mind, stayAPT Suites looked to WCI's WorldVue solution to enable guests to not only watch live TV programming but securely login to their streaming apps such as Netflix, YouTube, ShowTime and more. All credentials are cleared upon check out to decrease security concerns. WorldVue is powered by LG set-top-box made for hospitality, which sits in the back of the TV, out of sight. Having an advanced in-room entertainment platform allows stayAPT Suites to provide up-to-date entertainment but also set a foundation to build on as new apps are released.

IN CONCLUSION

With innovative planning, methodical execution, and turn-key management of the solution, WCI created a high degree of simplicity and coverage for the brand's growing number of new U.S. locations. This is of course, creating seamless user experience, ease of authentication, brand standardization, and other great benefits – but it's also building the reputation of the overall hotel brand from the ground up, creating customer satisfaction and numerous positive reviews.



STAYAPT SUITES UNIQUE AMENITIES

EXTENSIVE SPACE & CAPABILITIES

Each 500+ square-foot suite includes a separate living room, bedroom and full-size kitchen. The living room is designed for ultimate comfort with a sleeper sofa, lounge chair and 55-inch television. The kitchen includes full-size appliances including a full-size refrigerator, stove, oven, microwave, and dishwasher. Each suite includes a separate bedroom with a walk-in closet, television and dedicated workspace.

COMFORTABLE COMMUNITY DESIGN

All stayAPT Suites locations include a private, outdoor courtyard area featuring natural greenery, soft seating, built-in grill station, and a fire pit – creating a welcoming spot to relax, socialize, or simply get a breath of fresh air.

Other amenities available to stayAPT Suites guests include a gym with top-of-the-line exercise equipment, pet-friendly rooms, and varied length of stay options. Each location includes 24/7 on-site laundry facility equipped with full-size washers and dryers.

ENTERTAINMENT AND TECHNOLOGICAL AMENITIES

Each stayAPT Suites television is equipped with live TV, premium and on-demand programming, and streaming capabilities from personal devices. Additionally, stayAPT Suites brings guests free, reliable Wi-Fi through Impruvix.





World Cinema, Inc. (WCI) is a trusted provider of video, advanced connectivity and professional services to properties and enterprises across the U.S., Canada, Mexico and the Caribbean. With a dedication to customer service, WCI is leading the way in delivering innovative technology solutions that enhance the resident, guest, and staff experience. From managed services to digital transformation, WCI is a single point of contact for all of a property's technology needs.

Founded in 1974, WCI is a privately held company headquartered in Houston, Texas. The company serves over 4,200 properties with 610,000 rooms under management, totaling over 300 million guest and resident encounters per year.

Launched in October 2020, ImpruviX by WCI improves a property's wireless connectivity by evaluating their current wireless platform, the independently recommending improvements using the latest technology, design tools and product sets. A truly agnostic service, ImpruviX develops unique, turnkey solutions for hotels, MDU, healthcare, student housing and senior living environments.



Eagle Eye Networks is the global leader in cloud video surveillance, delivering cyber-secure cloud-based video with artificial intelligence (AI) and analytics to make businesses more efficient and the world a safer place. The Eagle Eye Cloud VMS (video management system) is the only platform robust and flexible enough to power the future of video surveillance and intelligence. Eagle Eye is based in Austin, Texas with offices in Amsterdam, Bangalore and Tokyo. Learn more at een.com.



stayAPT Suites entered the long-term lodging market with an announcement of its new hotel concept in January 2020. The new brand, which will have over 20 hotels open by the end of 2022 and 49 hotels open by end of 2023, offers guests an experience not yet seen in its category. The room layout for each 500+ square-foot suite was intentionally designed to feel residential, with a dedicated living room, a full kitchen, and a separate bedroom. With a strong corporate financial backing and an experienced executive team in place, the Matthews, North Carolina-based chain is committed to building a portfolio of 100 corporate-owned hotels, in addition to franchising. Learn more at www.stayAPT.com.



Cambium Networks is a leading global provider of wireless solutions that connect People, Places and Things. Cambium Networks empowers millions of people with wireless connectivity worldwide. Our wireless portfolio is used by commercial and government network operators as well as broadband service providers to connect people, places and things. With a single network architecture spanning fixed wireless and Wi-Fi, Cambium Networks enables operators to achieve maximum performance with minimal spectrum. End-to-end cloud management transforms networks into dynamic environments that evolve to meet changing needs with minimal physical human intervention. Cambium Networks empowers a growing ecosystem of partners who design and deliver gigabit wireless solutions that just work.