

Seamless, Managed Broadband Services for the Hospitality Market

Market Profile
Hospitality

Operator
Bell Canada



Operator Profile

The Ubilium service management platform is currently being used as the backbone powering Bell Canada's DataValet high-speed Internet solution for hotels and facilities in the hospitality marketplace. A leading operator for broadband services in Canada, Bell Canada provides a full range of communications services through 13.6 million access lines, including 11 million in Quebec and Ontario alone. Bell Canada also provides wireless service to more than 2.8 million customers nation-wide. Since 1998, Bell Canada's DataValet has been providing transparent on-demand broadband services to business travellers in guest rooms, meeting rooms and conference centers in some of the most esteemed hotel chains across Canada. With over one million user connections in the DataValet network, Bell Canada's DataValet has been endorsed and adopted by such top brand hotels as Sheraton, Hilton, Le Meridien, Radisson, Ramada, Holiday Inn, Travelodge, Comfort Inn, Days Inn and Best Western, as well as many renowned property ownership groups.

Highlights

Flexible back-end management and billing through the Ubilium Service Management Platform

Seamless and secure mobile connectivity for hotel guests

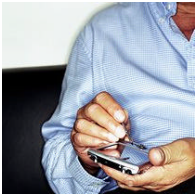
The security net of 24x7 help desk and deployment support services

Reinforcement of hotel brand and image through customized interfaces

Business Case

Providing broadband networking solutions for a service-driven industry such as hospitality means much more than just supplying technology. As an operator servicing hospitality customers, Bell Canada needed to have a backend solution that was fully integrated into DataValet. This solution needed to not only meet the technical requirements of their clients, but also include the management services to complement this technology, cater to the specific needs of each hotel and support a mainly non-technical end-user base. Hotel clientele needed to be able to connect to the DataValet wired or wireless service simply, in a minimal number of steps, with no re-configuration of their notebook. Hotels also needed to be able to offer this seamless high-speed service in multiple different locations throughout the property such as the guest room, meeting room or public area and provide flexible billing options to match the unique requirements of the users in these diverse locations. Finally and most importantly, in order to adhere to the high quality standard of service that hotels promise their clientele, as an operator, Bell Canada had to provide comprehensive customer support as part of their DataValet service.

Seamless, Managed Broadband Services for the Hospitality Market



Value Proposition

The Ubilium solution provided all the elements critical to the success of Bell Canada's DataValet in the hospitality market:

- *Flexible back-end management and billing through the Ubilium Service Management Platform:* With Ubilium as the backend platform of DataValet, Bell Canada was able to offer hotels the ability to provide several billing options for their clientele depending on service location. Hotels can offer credit card, token or room charges for to their guests monitored through the Ubilium administrative interface.
- *Seamless and secure mobile connectivity for hotel guests:* The Plug N Go access controller component of the Ubilium solution allows guests to simply connect to the DataValet service, wired or wireless, without any need for reconfiguration or technical expertise. Security and authentication features of the Plug N Go ensure worry-free connectivity for both the guest and hotel.
- *The security net of 24x7 help desk and deployment support services:* Ubilium's Professional Services organization includes a comprehensive support and deployment package. Bell Canada is able to offer unwavering support to its DataValet hotel customers with a 24x7 multi-lingual help desk. Deployment issues are minimized with on-site project management so that hotels feel confident and secure with every installation. The "white label" support service option of Ubilium allows all support services to be delivered to the hospitality client and its end users branded under the Bell Canada DataValet service.
- *Reinforcement of hotel brand and image through customized interfaces:* Ubilium enables Bell Canada to offer customers a fully customized end-user experience that meets their branding requirements; Hotel guests connecting to the DataValet service can access the Internet through a hotel-branded portal bringing together technology with the brand recognition of the property.

About Ubilium

Using Ubilium, operators can build, manage and control wide-scale public broadband services networks. The Ubilium solution includes a versatile backend services platform for the building and management of a customized broadband services network, the Plug N Go access controller for secure, transparent connectivity at every network location and unique Ubilium Professional Services for seamless deployment, marketing and support of the broadband services network. A leading provider of public broadband access technology in a number of markets including the Hospitality/MDU, transportation, education and healthcare sectors, Ubilium currently boasts over 100,000 wired and wireless Ubilium user sessions per month.



For more information on Ubilium services:

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