Crowne Plaza Antwerp Delivers Memorable Guest Experience

Technology Needs

- Simplified network management to gain visibility on guest expectations and needs.
- Seamless Wi-Fi connectivity with increased bandwidth for growing number of users.
- Improve guest experiences.

Extreme Solution Components

- ExtremeCloud™ IQ
- ExtremeWireless™

> "Extreme gives us a significant competitive advantage when it comes to offering differentiated services to our guests. Our digital amenities and the reliability and speed of our network is advantageous to both business travelers and tourists. Wi-Fi 6E has provided us with secure, high-performing connectivity to drive efficient hotel operations and memorable guest experiences."

Luc Westerlinck,
Chief Engineer and Safety Advisor,
Crowne Plaza Antwerp Hotel

> "The Extreme team were quick on their feet, everything went very smoothly. Together we installed and configured 38 new hotspots. And the conference went just perfectly, connections for all our guests were just spot on. It only confirmed that our initial choice was right."

Luc Westerlinck,
Chief Engineer and Safety Advisor

The Crowne Plaza Antwerp is a four-star deluxe hotel located in Antwerp, Belgium. Boasting 262 guest rooms and 14 conference rooms, the Crowne Plaza stands as one of the largest hotels in the most populated area in Belgium. With millions of travelers exploring its vibrant culture and history each year, Belgium maintains a thriving hospitality industry while the Crown Plaza has become a top choice hotel for hosting tourists and conferences.

To address connectivity issues and support evolving business needs, the Crowne Plaza needed an updated network infrastructure to deliver a digitally modernized guest experience. Additionally, the hotel needed scalable capacity to accommodate large numbers of business travelers and tourists. To gain a competitive advantage over other hotels in the area the Crowne Plaza also sought to offer unique, differentiated services to guests.

In partnership with Extreme, the Crowne Plaza was able to deliver a network with secure, high-performing connectivity to not only drive hotel operations, but provide memorable guest experiences. Leveraging Wi-Fi 6E, the hotel eliminated downtime while offering new digital amenities such as touchless check in/out, video streaming, and voice-activated technology services. Using ExtremeCloud IQ, network administrators gained control and visibility into the network's health and status via guest preference, network performance, and traffic insights. As a result, simplified network management and an enhanced digital experience have enabled the Crowne Plaza to refocus time and resources on its valued guests.

> "ExtremeCloud IQ streamlines many of our network operations, making the job easier for everyone."
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> **Luc Westerlinck, Chief Engineer and Safety Advisor**

Results

Simplified Network Management

- Cloud network management through ExtremeCloud IQ quickly pinpoints network problems.
- Complete visibility and insight into guest preferences and network performance.
- Improved control over health and status of the network.

Reliable Connectivity

- Reduce network congestion and downtime.
- Superior wireless network delivers faster speeds and eliminates latency for end users.

Enhanced Customer Experience

- Network supports new services to create a better guest experience, including touchless check in/out, hotspots for guest connectivity and voice-activated technology services.
- Wi-Fi 6E-enabled network lays the foundation for next-generation experiences.