Hard Rock Hotel Amsterdam American Advances Guest Experience with Wi-Fi 6

Challenges

- Increase wireless bandwidth for influx of users and devices
- Create foundational network to support new, technology-driven experiences and amenities
- Seamlessly deploy wireless network and equipment throughout historic building
- Consolidate network management and reduce stress on IT team

Extreme Solutions

- ExtremeWireless™
- ExtremeCloud™ IQ

"The most important thing is that our guests have the bet possible experience when they stay with us, which includes their experience using any guest-facing technology we provide. With Extreme, our guests now have access to seamless Wi-Fi connectivity across the entire hotel so they can stay connected with family, friends, or work. The new solution has also greatly simplified network management, reducing stress for our IT team."

Claire Van Campen, General Manager, Hard Rock Hotel Amsterdam American

"Hard Rock Hotel has built an envious reputation for customer service, attention to detail, and amazing guest experiences. Those experiences include and are often supported by the Wi-Fi network, and Extreme is proud to provide a solution that the Hard Rock Hotel can rely on to ensure guests and staff are just as impressed with the wireless connectivity as they are with the hotel's other services."

Boris Germashev, Regional Director of Sales, Extreme Networks

Hard Rock International is a globally recognized brand, with hundreds of iconic cafés, casinos, and hotels across 74 countries. Hard Rock Hotels are dedicated to hospitality, embodying the spirit of their locations with a blend of vibrant music and legendary memorabilia.

The 173-room Hard Rock Hotel Amsterdam American faced unprecedented demands for wireless connectivity due to an increased number of guest and staff devices, and evolving customer expectations for technology-driven experiences. With the hotel established in a historic, century-old building, it was also a challenge to outfit the site with reliable Wi-Fi technology and simplify network management.

In partnership with Extreme Networks and DWE ICT, the Hard Rock Hotel Amsterdam American was able to deploy a cloud-managed Wi-Fi 6 network using ExtremeCloud IQ and ExtremeWireless. The combination of these solutions upgraded the hotel's wireless network infrastructure to meet new demands for contactless services including guest registration, in-room dining requests, remote check-outs, and coordinated housekeeping. In addition, the new solutions delivered high-speed connectivity across the hotel's premises, enabling secure, reliable Wi-Fi access for guests and staff, as well as a consolidated network management system for the hotel's IT team. The hotel's new, modernized wireless network guarantees better guest experiences while preserving the iconic Hard Rock brand.

"We have a long-standing relationship with Hard Rock Hotel, and it was a privilege to support the implementations of Extreme's cloud-driven networking solutions. The new network not only provides reliable Wi-Fi connectivity inside an outside the building but represents the gold-standard of network technology within the hospitality space"

Colin Hoogerwaard, IT Advisor, DWE ICT

Results

Powerful Wireless Coverage

- Faster connectivity speeds and improved network capacity to support all users and devices
- Reduced network congestion and downtime
- Reduction in number of Wi-Fi connectivity related helpdesk tickets

Single Pane of Glass Management

- Full network visibility from single solution hub simplifies deployment, scaling, and maintenance processes
- Access to actionable insights and analytics helps enable performance and operational optimization

Reduced Burden on IT

- Support for remote network management allows small IT team to react quickly without physical attendance
- Enhanced machine learning (ML) accuracy and precision of artificial intelligence (AI) actions enables improvement of executed services based on historical data