



Helping Property Management Firm Keep Employees and Guests Productive



"Until we implemented UMBRA's Secure Network Optimization Service we spent a lot of time trying to accommodate demanding hotel guests who did not understand how the internet works", says the IT Director at one of Hong Kong's leading property management companies.

This particular property management company is a hotel and large property owner, as well as an operator and developer of commercial properties in Hong Kong and North America. With more than 9.4 million square feet of property in China, more than 20 properties in Hong

Kong, and more than 6 million square feet in projects in the United States, this company's IT infrastructure spans 12 time zones and 2 continents. The firm's IT staff must set up network infrastructure regionally through the corporate LAN that allowed secure access that keeps employees productive. But as important, if not more so, managing the internet experience of hotel guests is a greater challenge. Hotel guests access cloud-based applications such as Office 365 or Salesforce.com throughout Asia and the world. Sometimes, merely logging into the hotel intranet for internet access could be a challenge for some guests. But beyond login, simple and secure application access from the hotel LAN to the WAN from a hotel room might make the difference between staying at the firm's hotel again or checking into a competing property, so the firm's IT staff must ensure that hotel guests have a good internet experience.

The IT director and his staff considered a number of IT providers and solutions for simple, secure WAN/LAN access. A number of solutions were tried in pilot projects, and were found to be very costly and time consuming to install. The choice was made to use UMBRA's Secure Network Optimization ("SNO") Service for the properties' guest networks as well as corporate networks. With UMBRA, the service installation is plug-and-play, and UMBRA offered a two week, no obligation trial, for free, allowing them to see for themselves the many advantages that the SNO service offers. And as an over-the-top solution on their regular internet connection, the service installed in less than ½ hour.



“Resolving a problem for one guest at a time is very time consuming. We weren’t able to implement a holistic approach to solving all our hotel guests’ wants at the same time without some glitch, says their IT director “We are very happy with the many features of the Secure Network Optimization Service that allows our guests to seamlessly connect to their corporate resources around the world without any issues. The added bonus of the elimination of geographical restrictions have made our properties a prime destination for tired business travelers who simply wants a small feeling of home when they are on the road.”

Two key features of UMBRA’s SNO Service were of interest to them from a customer satisfaction perspective: Advanced Smart-Routing and Geodestination™.

The Advanced Smart-Routing feature is a key feature of the SNO service, and a core part of UMBRA’s Global Virtual Network (GVN). Advanced Smart-Routing is deployed throughout UMBRA’s GVN grid, ensuring the optimal routing for any destination around the world, reducing latency and routing around congestion points and other network anomalies that would otherwise impact connectivity. Combining that with protocol neutrality, another key feature of the GVN, hotel guests are able to use their own security products without any blocking or special tweaking of software or proxy settings

However, the hotel room is also a place for a very traveler to wind-down after a hectic day or a long flight. The Geodestination™ feature that is part of UMBRA’s SNO service allows the traveler to connect to streaming services, news outlets and other geographically restricted content in their home country, as if they were at home, without having to resort to using VPNs or unsecure proxy servers to do so.

The IT Director noted that, “I didn’t want to have to worry about internet and network issues. With the SNO service, IT is now an integral part of guest satisfaction strategy”.



The Hong Kong property management company is now able to provide a better overall stay experience for its guests and has seen an increase in returning guests and even had guests relocate from competitive properties to their hotels due to internet issues.