

# Arora Hotels

## Why Arora Hotels booked us for an extended stay



### At a glance

Formed in 1999 and already with seven hotels around the UK, Arora Hotels is one of the UK's fastest growing privately owned hotel companies. It has a reputation for designing, constructing and operating luxury hotels with high levels of hospitality. However, it soon found itself needing to extend hospitality beyond just TV and phone services for its clients.

**Organisation** Arora Hotels

**Industry sector** Hospitality

**Location** UK (nationwide)

**Challenge** To provide hotel guests with a first-class experience. Where fast and reliable internet access allows them to operate as if they were in their own office.

**Solution** A high bandwidth internet connection for the Sofitel London Heathrow, and a next-generation communications infrastructure linking eight locations across the country.

### Products

- IPVPN (Internet Protocol Virtual Private Network)
- Managed Internet Access.

**Benefits** A tailored solution providing all sites with high-speed access over our Next Generation Network.

*The telecoms technology of today won't necessarily cope with the demands that tomorrow throws at it. Unless that is, it's a Next Generation Network.*

With the UK's largest national Next Generation Network, we were in a unique position when Arora Hotels asked us for help. Arora Hotels already had six hotels across the UK. It came to us for the installation of state-of-the-art telecoms for its guests throughout its latest venue, the Sofitel London Heathrow, at Terminal 5.

Our technical people and engineers recommended and went on to build a high-speed Managed Internet Access solution. Perfect for meeting the high expectations of today's guests, because long gone are the days of supplying a room with just an Ethernet socket and a phone.

**“The convenience and peace of mind only provided by a single partner, single support team, and single Account Management team.”**

**“They offered us UK-wide Next Generation Network capabilities, and a cost-effective solution capable of delivering our business-critical services across all our hotels.”**

**“We also knew from our own experience they would provide reliable support and project management.”**

*Sunny Roda, IT and Purchasing Director, Arora Hotels.*

Overnight and conference guests expect to find fast and reliable internet access and operate as if they were in their own office. With a Managed Internet Access solution there's less worldwide wait and more emails, internet phone calls and surfing.

Happy with the results at the Sofitel London Heathrow, we were asked to connect all of Arora's other hotels with our IPVPN solution. Now the business enjoys high security with guaranteed high speeds. So emails, documents, video conferencing and data now all flow over one network.

### ***The Sofitel London Heathrow. Preparing it for take off.***

Arora Hotels' new £180 million flagship hotel recently opened at London Heathrow Terminal 5. With its convenient airport location, it was set to be an ideal conference hotel for many business people and companies.

There could soon be quite literally thousands of people in the hotel needing to be online at the same time. They needed a company that had the expertise to meet these demands and deliver within budget and on time, ready for the grand opening.

Since we own the UK's largest national Next Generation Network, the hotel group approached us. It's a network that could easily cope with the demands of high quality video and data services, both for the hotel's staff and guests.

### ***Up for a challenge***

We accepted the challenge and set our Account Management team the task of working hard with our designers, engineers and Arora Hotels to ensure the project ran to schedule.

Our experts recommended and installed a high bandwidth 100Mbit/s Managed Internet Access solution, along with wireless access throughout the hotel and wired connections in all the rooms. With the service's high capacity and reliability, guests could all be doing a variety of things online at speed, like emailing or video conferencing.

All this was done on time, to budget. We'd like to think we helped in some small way in the hotel winning the recent accolade of 'Best New Business Hotel in the World' at the Business Traveller Awards.

The success at the Sofitel London Heathrow led to us installing the WAN (Wide Area Network) that now hooks up all of the Arora Hotels venues across the UK. Within months they were all connected up to an IPVPN, secure and ready for the future.

#### **Key benefits**

- Our IPVPN now securely connecting all the hotels and head office.
- Quick and easy access to data and internet services – both for their staff, hotel guests and day visitors.
- Future-proof technology designed to grow with the business.
- The convenience and reassurance of a single IT partner, along with the support of a local Account Management team.



***To find out how we can help your business lift off too, please check in with us. Call us on 0800 052 0845 or visit [www.virginmediabusiness.co.uk](http://www.virginmediabusiness.co.uk)***