



Case Study

How New Tech Revitalized an Aging Structure: Historic Buildings, Modern Capabilities

World Cinema was selected by a hospitality client operating out of a historic building, and burdened with an outdated internet infrastructure that couldn't support the streaming demands of modern customers.

Read the case study below on how World Cinema used Cambium Networks technology to revitalize an aging structure fit for the 21st century, and beyond.

The Problem

The client was seeking to upgrade their fiber-optic connection to increase their internet services' bandwidth.

In addition, they needed to upgrade their TV services, as their current solution had poor video quality and a limited channel lineup.

Due to the structure's thick concrete walls and significant wiring problems, meeting the client's needs required a comprehensive deployment strategy.

Therefore, the client sought an experienced technology and professional service that could provide them with a customized solution specifically for their facility. This search led them to choose World Cinema (WCI) as their solutions provider, backed by Cambium Networks.

World Cinema's Proposed Solution

Upon accepting the contract, World Cinema immediately realized that the customer's existing IT infrastructure was extremely outdated and would require a complete rewiring of the entire historic building.

This rewiring was the only way to ensure that the client's new network would provide quality TV/internet connectivity.

World Cinema's strategy involved the use of Cambium Network components. They determined that Cambium Networks' technology would provide the client with fast, dense WiFi. In turn, this would allow the client's guests to maintain a secure internet connection.

World Cinema strategy also involved deploying all necessary network hardware to provide the client with a complete internet solution.

Implementation

Before deploying the new IT infrastructure, WCI performed an exhaustive site survey.

The installation team conducted a thorough review of building blueprints to proactively identify any areas of concern. To ensure that they could develop the best plan for installing new services, WCI even created and reviewed heat maps of the site.

Once the site review was complete, WCI worked closely with the client to gain administrative access during the install. World Cinema was careful to minimize the impact on guests while performing installation near occupied areas. WCI also notified the client's management staff of any outages as cutovers were made.

By being proactive and conducting a comprehensive site study, WCI was able to efficiently install the client's new IT infrastructure and minimize disruptions to guests. WCI was also careful to preserve the client's brand image by avoiding prolonged WiFi service outages.



Business Value Results

The client was very pleased with WCI's professionalism and the overall results of the project.

By leveraging Cambium Network's technologies, WCI was able to provide the client with a robust WiFi network and reliable TV entertainment capabilities.

The client now has an up-to-date technology infrastructure that can sufficiently support the needs of their customer base.

Since WCI completed the project, the client has sought out additional services from WCI. Specifically, to equip other areas of the property with modern IT technologies which WIC is currently developing a strategy for.

After conducting the site survey, it was clear that the client's facility required dynamic connectivity solutions, that's why they partnered with Cambium Networks and Winncom Technologies to get the job done.



Why Cambium?

World Cinema used Cambium Network hardware due to its flexibility, scalability, and durability - translating to a low cost of ownership for the client. WCI incorporated Cambium Network's solutions into multiple past projects as well and found that the technology exceeded client expectations every time.

Why Winncom?

World Cinema relied on Winncom Technologies' wireless broadband expertise, full range of network infrastructure, and access to Cambium Networks hardware to provide the best experience for their client. As the largest distributor of Cambium hardware, Winncom supplied World Cinema with an economical turnkey solution based on a combination of the latest technologies.

Keys to Success

World Cinema found that the following four factors were pivotal to the success of this project:

#1 Quality Products

Cambium Network's fixed wireless and Wi-Fi products are reliable and efficient. These assets can be deployed quickly, which was an essential requirement for this client.

Since guests were actively staying at the facility during the install, WCI needed to utilize hardware that they could install rapidly. This strategy allowed them to minimize their impact on guests while also avoiding prolonged network downtime.

#2 Trusted Vendors

World Cinema's second key to success was trusted partnerships. World Cinema is fortunate to partner with two quality solution providers that will assist them in mapping out the future of a technology platform. This includes Cambium Networks as their manufacturer, and Winncom as their distributor.

Winncom carries products for top-quality manufacturers, including Cambium Networks. They ensure that WCI has the supplies they need to meet tight installation deadlines, which results in a happy end customer.

World Cinema has developed a positive relationship with both Winncom and Cambium Networks. As a result, they will continue to rely on them as they complete the client's next phase of IT infrastructure upgrades.



#3 Communication

Throughout the project, World Cinema ensured that they maintained open lines of communication with all involved. They stayed connected with Cambium Networks and Winncom during the planning and ordering phases of the project. This open communication allowed them to quickly acquire the requisite supplies for the client's infrastructure overhaul.

WCI also nurtured healthy lines of communication with the client. They regularly reached out to property managers and other administrative staff in order to update them on the progress of the project.

World Cinema was careful to notify managerial personnel of any impending service disruptions as well. This approach allowed the client to adequately prepare for said disruptions so that they could reduce the impact it had on hotel guests.

#4 Ongoing Support

When they partnered with WCI, the client sought a long-term infrastructure solution that would provide their guests with reliable WiFi connectivity. That is why World Cinema implemented technologies that include ongoing support.

Cambium Networks is known for standing behind its products should an issue arise. Each piece of hardware has been rigorously tested to ensure that it provides reliability in the long term. This approach results in reduced maintenance costs for the client.

WCI services include malware protection, routine updates, network customization, and more on the software side. They provided the client with a full suite of connectivity and technology solutions.



World Cinema

For 48 years World Cinema, Inc. has provided experienced teams of in-room entertainment and innovative technology experts to assist clients with their best interest and service in mind.

Our technology engineers, system designers, and project managers are dedicated to your property from development to ongoing support. You can expect hands-on project management of technology implementation, and a centralized point of contact for all property needs. WCI works with you from development to ongoing customer support.

Have questions?

We want to hear from you! Contact us today to learn more on how we can best assist your property.

Call our 24/7 support line 1.800.944.9441 or email us at service@wcity.com

