



# CASE STUDY



**Situation:** Asheville River Cabins was a new planned development of cabins and airstreams in historic Asheville, North Carolina. Lack of infrastructure and a rough terrain caused problems on how to deliver internet services to each of these units. Ownership had to search for a company that could provide a wireless LAN backbone for their guest Wifi, Smart TV and Wireless Door lock system. In Partnering with Sigmaxifi, Asheville River Cabins was able to deploy a best-in-class wireless network that can support all their current technology needs with the ability to scale and support future expansion.

## WiFi | TV SMART 2023

### Property Goals and Objectives:

- To distribute WiFi throughout the footprint of the property to provide our guest with an 'At Home' Wireless, an Internet based TV Experience and an electronic door lock system.
- Create a property wide wireless backbone to provide connectivity for each cabin and avoid the need to trench and run fiber.
- Identify a solution that can be easily scaled to connect future cabins and airstreams to the network.
- Find a partner with the right amount of experience in outdoor WiFi that can design, implement, manage, support and proactively performance tune as needed
- To provide our guests with a single point of contact 24/7 for all Guest related WiFi assistance
- To create a state-of-the-art Guest WiFi Experience that separates our park from the others



### Results



- A Turnkey, Fully managed, State-of-the-Art Guest WiFi Experience
- Full support for Streaming TV Services
- Full Support for Wireless Door Locks
- Fully integrated Guest Captive Portal to communicate with our guests, market property services, capture guest information, promote property amenities and generate park revenue
- Implementation of a Secure, Performance driven, Enterprise quest WiFi solution
- 24/7 Experience Monitoring and 24/7 Guest / Staff support services
- Proactive performance tuning to continually optimize WiFi performance
- Business Partnership with SIGMAWIFI who has a team of professionals in the hospitality industry with decades of experience and advisory services
- Now have a partner that can advise and support other technologies such as PMS Integration, Smart Technologies, Cameras, and other areas of IT.

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## About Asheville River Cabins

A boutique lodging experience on the French Broad River

At Asheville River Cabins, experience the scenic beauty of the Blue Ridge Mountains, surrounded by lush forests, remote woodlands, and nature. Be within minutes of scenic outdoor adventures and the lively energy of downtown Asheville that includes eclectic dining, craft breweries, art galleries, and boutique shopping.

Their accommodations feature newly renovated cabins with modern amenities, and vintage Airstreams for contemporary travelers. It's everything you would expect from a boutique lodging experience, but is designed as a private living space while nestled in nature. Discover postcard-worthy views of their secluded gardens and the French Broad River and celebrate the wonder and serenity of such an exciting destination.

## Challenges

Like many camping/glamping properties, there are often many challenges with the environment that isn't helpful when planning a structured cabling project for basic amenities like TV and Wifi. Running aerial cabling between poles takes away from the esthetic of nature and trenching through rough terrain is often impossible. With the expectation for great wireless coverage at each one of their glamorous cabins, Asheville River Cabins needed to find a partner that could implement a 100% turnkey High-Speed Internet Access Solution (HSIA) with unmatched 24/7 guest support, network monitoring and continuous monitoring and analytics of use.

The property goal was to bring corporate level standards to its wireless network for all units without complexity. A robust, secure, and scalable, yet simple solution that enabled cross platform integration was the objective so that the property had options to build upon a foundational, best practice network. This required a partner that had the ability to not only build the network properly, but also prepare it to securely accept integration to other technologies and applications. Sigma's team brought these levels of experience and consulting services needed to propel our property in this desired direction.



## Solution

Asheville River Cabins chose to partner with Sigmawifi due to their proven experience not only in offering state-of-the-art WiFi design, but their expert hotel technology advisory services and ability to consult and advise, install, and support other technologies such as TV's, Smart Hotel functionality and other IT areas. Their expertise, central management, proactive support, security, and reliability was evident with what is most important... Satisfied Guests! Sigmawifi offered a unique design and support model that scaled to Asheville River Cabins needs and matched the same level of customer service level expectations.



Sigmawifi's enterprise provisioning features enable remote configurations of new APs, drop-ship to any location with simple plug and play installation capabilities. Their centralized dashboard for global WiFi management enables us to scale the business while maintaining the high level of performance and guest service.

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## Summary

Asheville River Cabins is committed to the best possible guest wireless experience in its cabins and airstreams. Being a customer service driven organization, they had to meet the high expectations and demands for flawless and FAST wireless connectivity. Additionally, with the explosion of online streaming media, performance had to be impeccable.

Guests can rest assured that when they stay at a Asheville River Cabins, they will be guaranteed reliable wireless coverage with the high level of performance expected from an at home internet experience.



*"Fast stable internet service is becoming increasingly important in the hospitality business and customer service provided by most internet providers is not adequate to serve a guest's needs in a hotel environment. Sigmawifi solved both challenges for us, they installed a community internet system that is fast and reliable and when issues do arise, our guests call them direct to resolve any issues. This has been a great internet solution for Asheville River Cabins."*

*- Brett S. Turner, Owner*



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