



OYO HOTEL CASE STUDY

Greater in-room WiFi experiences.

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OVERVIEW

OYO Rooms is now one of the biggest hotel chains in the world. It operates over 500,000+ rooms all across the world. A primary feature of OYO's deliverables to the customer is WiFi. OYO makes sure that every OYO room includes free WiFi. OYO wanted a single vendor solution for all their WiFi needs, one which could integrate within their existing booking system and PMS, all controlled through a single management console.



REQUIREMENT

- Fast WiFi
- Reliable WiFi
- Property Management System
- AAA server
- Custom Landing Page
- Single Vendor Solution
- Integration with existing booking system
- Integration with third party vendor hardware



HOW WE HELPED

- Customised version of controller and APs as per OYO's requirement
- Controller handled all regulatory and compliance related issues
- Graphical Dashboard to monitor analytics and reporting
- Reduced operational cost
- Easy User Integration to network
- Deployed dual band UniMax APs for higher throughput

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OYO Rooms was founded in 2013 in an effort to make budget stays available and accessible to people. The company owns multiple hospitality establishments in Asia, America and Americas. The company was valued at \$10B in 2019 with the backing of VCs like SoftBank & Sequoia Capital.

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PROBLEM

OYO Rooms today operates in multiple countries and manages over 500,000+ hotel rooms. OYO wanted a single vendor WiFi solution for all their hotels. OYO required reliable and fast WiFi connectivity with a single console, central management of the hotspots. The solution was to facilitate easy connectivity of users to the network and integration with their existing booking and property management system. Another one of their key requirements was analytics through WiFi, they required real-time usage reporting and user activity reports to understand customer behavior better and utilize that information to optimize their business.

CHALLENGES

Here are some key challenges we had to overcome while implementing this project:

- Consolidating management under one console
- Large area to cover

- Fragmented hotel levels
- Segmentation of access to WiFi
- Managing high density of people

SOLUTION

We proposed a centrally manageable WiFi solution to OYO Rooms. We deployed WiFILan, our cloud-based hotspot controller which remotely controlled and monitored UniBox, our integrated hotspot controller that functioned as an edge gateway placed on-premise. UniBox controllers were deployed to control dual-band UniMax Access Points which have an in-built Network Monitoring System (NMS) and provide high throughput. The inbuilt NMS facilitates the central IT administrator operating WiFILAN to remotely access, monitor and configure policies on UniMax Access Points. These policies were based on bandwidth, as decided by the IT administrator to best gauge the policy that suited the deployment's requirement. Compliance policies as mandated by TRAI and DoT were also set

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by the administrators. WiFiLAN facilitated generation of graphical user activity reports that helped analysts at OYO gather insights about Guest WiFi usage. Being a single vendor, original equipment deployment, the systems run the network optimally with very low to zero chances of network failure and downtime.

RESULTS

The solution for OYO proved to be a huge hit among customers with WiFi experiences being surreal. A few key highlights of the solution are:

- Deployed in over 1000+ locations
- Positive User Reviews
- Internet satisfaction index improved by over 40%
- WiFi operation costs reduced by 25%
- Brand Image Improved
- Positive Sentiment Expressed towards the Brand
- Happy Customers!