

## CASE STUDY

# Conrad Dubai



Conrad Dubai is a 51-storey luxury hotel, located in Dubai's commercial center on Sheikh Zayed Road. The 555-room property was officially opened in 2013.

The hospitality sector has its own particularities—24/7 High Speed Internet Access (HSIA) has become essential to guests who have come to expect it as a bare minimum when choosing a destination. For corporate clients, reliable HSIA in conference rooms and reception halls is vital. As part of one of Hilton's luxury brands, Conrad Dubai feels this requirement daily.

## Challenge

Conrad Dubai has always delivered on the promise of quality HSIA to its guests. However, leased lines (i.e.: private circuits, private lines) are particularly expensive in Dubai, and the property was planning to replace its costly line with multiple lower bandwidth ADSL links. The move would provide considerable savings on a monthly basis. Yet, despite the savings, they were afraid that it would be at the expense of performance, which was an unacceptable risk. They continued to look for an alternative.

This is a fairly common scenario. In order to prevent the catastrophic losses that would follow even the shortest period of downtime, organizations are reluctantly recognizing the need to spend significantly on reliable, predictable, safe private lines.

However, problems can still arise, even with the safest of ISPs. A sudden storm, a zealous construction worker, a hungry squirrel... the risk of losing connectivity is still very real, and with it the risk of losing guests.

An easy solution is to plan ahead and keep a second emergency line, just in case. While this can be a viable plan, it's also all the more costly, as leased lines remain active all year round. However, only a fraction of the bandwidth is being used, and if one line is cut by a stray jackhammer, odds are that the second one will suffer a similar fate.

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ELFIQ solution provider**

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## Solution

The solution came to Conrad Dubai through word-of-mouth. A gentleman, who formerly worked at a supplier providing the property with HSIA support, suggested the hotel look into ELFIQ by Adaptiv Networks' link balancing technology. What they found answered the two challenges they were facing: it was an affordable solution that would help them save on the cost of their bandwidth from day one, and it could manage the ADSL lines avoiding any performance loss.

In an effort to proactively manage traffic, through multiple concurrent ISP or WAN links, and leverage unused bandwidth - avoiding the need to add new links, Conrad Dubai opted for a device capable of managing up to 64 circuits, for a total of 2Gbps, full duplex.

Deploying the ELFIQ Link Balancer allowed the hotel to save on its monthly bandwidth. Additionally, this device also offers scalability.

At 620Mbps, Conrad Dubai could have opted for a less expensive model. However, the property decided to invest in a higher priced model, in order to allow for growing bandwidth demands that will inevitably come.

Adding more circuits can be done seamlessly and easily, on demand, without having to worry about unused bandwidth, and can be put to use from the very moment it is hooked up to the Link Balancer.

“I was afraid that adopting multiple ADSL lines would reduce the speed, but it didn't - it's stable as if I had a leased line. I currently have 620 Mbps worth of bandwidth with the ELFIQ Link Balancer, and I am now planning to increase the bandwidth”

- Mahmoud Karaki