

## Briar Court Hotel

FDN networks hotel with maximum flexibility



### Solution Overview

#### Customer Profile

Name: Briar Court Hotel  
Sector: Hospitality  
Established: 1986  
Size: 48 beds

#### Key Challenges

To install a system independently of the hotel's front desk system to provide high-speed internet access in all hotel bedrooms, conference rooms and public areas

#### Objectives

- Minimal disruption to the daily operation of the hotel during installation;
- The ability of the system to run independently of the hotel's front desk systems to ensure commercial security;
- Cost effective solution

#### Solution

Freedom Digital Networks' Power Line Communication (PLC) solution – which means data is 'injected' into the main electrical supply of the hotel and transmits digital signals around the building.

#### Benefits

The greatest benefit the system has provided has been the **flexibility** to connect & get internet and data access from **anywhere!**

The networking of public areas has increased the hotel's foot traffic of business clients coming to specifically use their laptops for their internet connection.

*Low Cost, high speed broadband to provide additional guest services.*

Seamless and non-disruptive installation of high-speed internet access to all areas of the hotel in less than a day.

### BACKGROUND

Established 24 years ago by the Italian Bevilacqua family, Briar Court has grown over the years to assert itself as a successful independent hotel, facilitating both business and private guests.

It's Conference Hall, with a capacity of 150, and four further function rooms offer customers full broadband access and are supported by the hotel's specialist conferencing team and secretarial services. These facilities are widely used for both business functions as well as private events.

The hotel has utilised FDN's technology to network all guest bedrooms, function suites, its conference hall and the entire lobby area to provide its guests with instant high-speed internet access anywhere on the premises.

### OBJECTIVES

With the onset of the internet and the demand by hotel users to receive broadband access whilst away from their desk environment, Briar Court set out to find an internet solution to provide their guests with high-speed internet access. Their key objectives in finding a solution were:

- A system which would cause minimal disruption when being installed;
- A system which would run completely independently of the hotel's operational network to ensure that critical commercial information could not be breached;
- A cost effective solution that would be upgradable, should they wish to expand the network in future to include VoIP telephony, energy management or CCTV systems

## THE SOLUTION

Briar Court undertook a rigorous investigation of available solutions and after 12 months of examining various competitors' propositions selected FDN's solution for the following reasons:

- **Unlike so many of the other solutions, FDN's network runs independently of the hotel's main front of house systems;**
- **The higher security of running an independent system at no extra cost;**
- **Most cost-effective solution on the market;**
- **The flexibility of the electrical infrastructure and the freedom it gives guests;**
- **The ability to offer instant broadband access not only to guests but visitors;**
- **Professionalism of staff – no hard sell.**

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*"They had a product they believed in and let the product sell itself."*

*"FDN did exactly what they said they were going to do."*

Norman Simpson  
Group General Manager



## STRENGTHS

FDN were able to network the entire site in less than half a day with no disruption to hotel guests or operations.

Because the system uses the existing electrical infrastructure it reaches the most remote location simply because the electrical system covers the entire campus. This ensured there are no coverage blackspots and removed the need for any unsightly cables.

Outside visitors can access broadband internet through their laptops anywhere on the premises. The hotel has the option to allow free access or via the purchasing of credits online or via reception (a pop-up prompt notifies the user of broadband access as soon as their laptop is switched on).

Easy to use product, backed by a helpdesk at FDN which always provides fast and effective support.

Ease of use of the system, supported by thorough training.

The professionalism of the staff and their fast response has created a strong relationship with FDN.

## FUTURE PLANS

With the flexibility of FDN's system, Briar Court will be able to expand its network in the future to incorporate security cameras which can run on the FDN network and not infringe upon the bandwidth of the main computer system.

Additionally, the system will allow the hotel to introduce and operate an internal VoIP telephony system to aid communication between its establishments and assist the organisation in reducing its operational cost base. A number of other revenue generating services are also being investigated.

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For more information...please visit [www.freedomdigitalnetworks.com](http://www.freedomdigitalnetworks.com)

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