

## Australia's Hamilton Island Improves Connectivity with Complete High-Speed Internet Access Solution from Nomadix and McLaren



### ABOUT HAMILTON ISLAND

Hamilton Island is located off the northeastern coast of Australia in the Great Barrier Reef. With its own airport, extensive convention and exhibition space, and a range of retail shops and luxury hotels/resorts, Hamilton Island is a popular destination for tourists and business travelers alike.

### CHALLENGE

- With a variety of venues spread out over a wide area, Hamilton Island needed a high-speed Internet access (HSIA) solution that could provide quality Internet access for both guests and staff across the entire island.
- The previous HSIA solution was unable to handle the demand for bandwidth, especially during peak times of use, resulting in a slow Internet connection and dissatisfied guests.
- Hamilton Island required additional controls to manage appropriate staff access to the Internet networks.

“Even in isolated locations, such as an island, visitors can stay connected — whether for work or pleasure. When Hamilton Island decided to improve their Internet infrastructure, we came on board with Nomadix to provide the most robust solution possible — ensuring that guests have a positive Internet experience during their stay.”

– **Matthew Watson**  
CHIEF OPERATING OFFICER, MCLAREN TECHNOLOGIES



SOLUTION

- Hamilton Island enlisted the help of McLaren Technologies, a well-known Asia-Pacific information technology (IT) solutions specialist, to upgrade their Internet infrastructure and design a scalable, plug-and-play solution that could grow with the increasing demands for bandwidth across the island. This included the ability to accommodate the rise in the number of mobile devices carried by each guest — with each mobile device requiring access to the Internet.
- The solution also needed to provide detailed reporting and analytics of Internet traffic so that bandwidth could be effectively managed and controlled for each device/user.
- McLaren turned to Nomadix to provide the gateways for the HSIA solution. Equipped with high throughput to accommodate intensive usage and near wire speed, Nomadix gateways can meet increased bandwidth demands to keep Internet traffic flowing. Nomadix's gateways are also known for their reliability — a key attribute for McLaren to achieve the desired functionality that Hamilton Island was seeking in an Internet management solution.
- The end solution paired two Nomadix Internet gateways — one catering to guest traffic, the other catering to staff traffic — with a McLaren fluid portal HSIA platform and package management system (PMS). Various modules were built into the solution, including the Hospitality Module from Nomadix and the Conference Management and Device Tracking modules from McLaren.
- The collaboration between McLaren and Nomadix led to the creation of a single, unified solution that enabled Hamilton Island to present a different look and feel to various types of users — such as those with free access, in-room access and hotspot access as well as conference users and staff. The solution also enabled roaming between zones and multiple devices per account.
- Additionally, automated alerts are now issued when employees try to access the guest Internet, and daily reports of guest Internet transactions and data usage are also provided.

“We experienced a dramatic improvement in the quality of our Internet access thanks to Nomadix and McLaren. Our guests couldn't be happier.”

– Michael Dunn  
HAMILTON ISLAND



**RESULTS**

“With a highly skilled team of engineers and product specialists, McLaren is well-respected across the Asia-Pacific region for delivering innovative solutions for the hospitality industry. So when they came to us with this Hamilton Island project, we didn’t hesitate.”

– **Fred Reeder**  
CHIEF COMMERCIAL & OPERATING OFFICER,  
NOMADIX

**Analytics**

The solution provided Hamilton Island with access to detailed analytics, including reporting of Internet usage per device and per guest. These reporting capabilities have enabled unprecedented levels of visibility into guest and staff Internet usage as well as device movements during a guest’s stay. Such metrics allow properties to shape bandwidth accordingly.

**Quality of Service**

One of the chief problems with the old HSIA solution was low-quality service and resulting complaints from guests about slow access. The new HSIA platform gave Hamilton Island better bandwidth management, which has led to an improvement in Internet performance — even during peak usage. Plus, providing the staff with their own network means they no longer take away bandwidth from the guest network. These improvements have resulted in a dramatic increase in guest satisfaction.

**Productivity**

With a simple, single-page login process for all guests, staff no longer needs to provide support when guests wish to access the Internet. This enables staff to concentrate on other aspects of their jobs.

**Scalability**

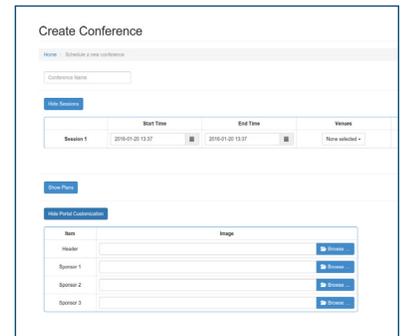
The new solution enables Hamilton Island to easily create new on-island locations, guest plans and conference portals.

**Roaming**

Automated roaming capabilities between locations for designated types of guests resulted in seamless connectivity without guests needing to log in again, which has led to a better visitor experience.

**Ongoing Benefits**

Working in partnership with clients, McLaren Technologies develops flexible customized portals that further enhance and manage the guest experience. The McLaren solution includes a Nomadix gateway and McLaren’s fluid web portal controlling bandwidth management, data usage, access times and all aspects of the user’s Internet experience. The fluid platform also includes a web-based Management and Reporting Platform to provide comprehensive graphical and numerical data analysis across multiple locations.



**MCLAREN**  
TECHNOLOGIES

### About McLaren Technologies

The McLaren Group, headquartered out of Singapore and Sydney, Australia, is one of the Asia-Pacific's leading providers of cloud based technology solutions for hotels, resorts and visitor-based environments. Delivering a range of "best of breed" products, solutions and services from the world's foremost providers of hospitality technology, McLaren is the leader in delivering 100 percent customer satisfaction, application usage and system operability.

McLaren has an in-house team of software specialists and web and mobile developers with broad experience in the hospitality sector, with key areas of expertise being HSIA solutions (fluide) and hospitality APIs. McLaren developed software is currently in use with all major hospitality brands and a wide range of verticals, including health care, local government and transport.

McLaren's unparalleled experience and expertise in project delivery and support for technology-related products, in addition to services across the hospitality industry and related verticals — ensures superior client support and service throughout the entire customer experience. McLaren's customers span the world's leading hotel companies including the InterContinental Hotels Group, Starwood Hotels and Resorts, Hilton Worldwide, AccorHotels, Pan Pacific Hotels and Resorts, Melco Crown, MGM, Four Seasons, The Peninsula Hotels, Sands Hotels and Hyatt Hotels and Resorts. Providing support across the Asia-Pacific, Middle East and Africa, the McLaren support team features a highly skilled team of engineers and product specialists. For more information about McLaren, contact sales@mclarenint.com or visit [www.mclarenint.com](http://www.mclarenint.com).

### ABOUT NOMADIX



Nomadix's commitment to high-speed Internet access and bandwidth management technologies is exemplified by its family of Internet access gateways and deep-packet inspection appliances. The company's Internet gateways can support the deployment of networks with up to 8,000 simultaneous mobile devices. Its Alloc8 - X Series can support up to 10 GB of data throughput. With Nomadix, properties can effectively allocate bandwidth and optimally manage and monetize its network access to provide a world-class Internet experience for its guests.

For more information, visit [www.nomadix.com](http://www.nomadix.com).