![RUCKUS COMMSCOPE logo]

# Barrière Group standardizes on RUCKUS® Wi-Fi across its luxury properties to support a wealth of digital transformation initiatives



**Customer**

The Barrière Group

**Country**

France

**Challenges**

The Barrière Group is known for its traditional elegance and exceptional service. Over its 100-year history, the company has also been an innovator in the high-end hospitality and leisure industry. The group is now embarking on an ambitious digital transformation program. The first step is standardizing high-performance Wi-Fi across its properties.

This is a challenging deployment covering 18 hotels, 33 casinos, one gambling club, and over 140 restaurants

and bars. The Wi-Fi network must provide flawless connectivity in palatial properties that present significant signal interference problems. It must provide coverage for high-density public spaces. The Wi-Fi foundation must provide the scalability, economics and future proofing required to support a wealth of new services and systems, and even new businesses yet to be unveiled.

## IT decides to standardize on a strong Wi-Fi foundation to support digital transformation

In the early 1900s, Barrière Group founder François André was the first to combine a hotel, casino and sports facilities on one site—the first modern resort. He rebuilt classic old hotels and designed new ones. The company's luxury hotels are as magnificent today

as they were 100 years ago. The Barrière brand is associated with sophistication, elegance, warmth, and sharing the "French art de vivre" with its guests.

Innovation is still an integral part of the corporate culture. The Group has stayed at the forefront of the modern hospitality industry through three generations of entrepreneurial owners. Today, that means demonstrating vision and leadership in digital transformation.

"Customers value our service, décor and cuisine with our distinctive French flair. Equally, they expect the most advanced technology-based conveniences," says Emmanuelle Anglade, executive vice president, marketing, sales and technology at Barrière Group. "We are known for our unequaled offerings in luxury hospitality and leisure. Digital

transformation will make a major contribution to those offerings today and into the future."

These digital transformation initiatives will enable employees to work more effectively with mobile applications and devices. It will transform operational systems and processes, including property management, housekeeping, catering and other areas of the business. Digital transformation will enable the Barrière Group to capitalize on emerging technologies for hospitality, including IoT, building automation, artificial intelligence, and more.

The foundation for all of these initiatives is a reliable, high-performance wireless network. Without a robust technological foundation, it would be impossible to put these new capabilities in place.

The starting point for creating such a strong foundation was engaging the right partner. For Anglade, the choice was clear. "Wifirst manages the Wi-Fi for all of our casinos and hotels. They are a trusted provider who shares our commitment to innovation and service excellence."

Network standardization across its vast holdings presented an especially challenging undertaking. The Group's properties include 18 hotels (including a palace), a gambling club, 33 casinos, and over 140 restaurants and bars.

Wifirst chose to partner with CommScope RUCKUS®. "RUCKUS has a deep knowledge of the hospitality industry," says Etienne Detrie, marketing director at Wifirst.

"They are one of the only manufacturers that offers the performance, scalability and reliability that we needed for this large-scale project. They also offer better economics compared to other vendors, including low total cost of ownership. Equally important is that RUCKUS technology can provide the scalability and future proofing that the Barrière Group requires to support higher demand, the delivery of new services and even new businesses."

## Wi-Fi signal strength flows through tough structures and effortlessly supports high-density demands

For each property, Wifirst assigned a dedicated project manager, an operational account manager and an engineering manager. The company conducted the preliminary technical studies and prepared the final architecture. They deployed the access points (APs) and connected the APs to

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**Etienne Detrie**
**Marketing Director at Wifirst**

the internet through an optical fiber backbone.

The deployment plan is to update the infrastructure at every property—starting with properties that are being refurbished. The large portfolio of RUCKUS APs provides the flexibility to deploy APs that are suited to each establishment and environment.

"Our goal is to ensure that customers have a flawless high-speed internet connection at all times," says Anglade. "We want to offer a quality service that meets our clients' high expectations, wherever they are in our establishments."

Beautiful, historic hotels are a pleasure to stay in. But thick plaster walls can be structural nightmares for Wi-Fi weakening and blocking signals. Fireproof doors and even mirrors can also cause interference. All RUCKUS APs are based on patented RF technologies. These antenna and channel optimization technologies focus and steer Wi-Fi signals by choosing the best performing paths and channels, and even adapting to environmental changes and the devices used by guests.

RUCKUS technology not only mitigates interference; it provides extended coverage, high throughput and speed.

RUCKUS Wi-Fi also covers public areas, such as conference and seminar rooms, lobbies, restaurants and bars. These high-density environments can present problems for many wireless vendors. RUCKUS APs easily handle large numbers of concurrent users consuming enormous amounts of bandwidth.

Wifirst monitors and manages the network around the clock. The company provides an omnichannel customer service team that is dedicated to the Barrière Group. Rather than utilizing its own staff to manage the network, Barrière's IT team can focus on digital transformation systems and applications.

## Contactless convenience also promotes confidence during the pandemic

Keep in mind that the standards for service in the luxury hospitality sector are exceptionally high. Guests are not shy about expressing any concerns. "Since the deployment of the new network began, there have been no customer complaints or low satisfaction

scores about Wi-Fi access or quality. Booking scores have gone up in the first properties on the new network," says Anglade.

While coverage has expanded and usage has increased, thanks to the efficiency of RUCKUS technology there has been no increase in energy consumption, maintenance or internet costs.

Many digital transformation services are being introduced or enhanced. For example, guests have the option to check in via their mobile device, download their keys to their smart phones and go straight to their rooms. They can also extend their stays, check out, or change rooms without going to the front desk. Connected door locks complete the online registration experience.

During the COVID-19 pandemic, all of these contactless conveniences have also helped guests feel more confident about safety. Online check-in, check-out, and connected door locks help limit unnecessary physical contact between guests and staff. It also reduces the exchange of paperwork.

As its digital transformation initiatives move forward, the Group's Wi-Fi network will support myriad mobile applications for housekeeping, catering, maintenance and other departments. Staff time is precious in the hotel industry. This is especially true for the nearly 7,000 meticulously trained staff of Barrière's luxury properties. Using mobile technologies throughout the organization will increase staff productivity. This, in turn, is expected to improve job satisfaction, enhance the guest experience, and contribute to the overall efficiency of the business.

Digital signage is another enhancement across properties. It supports more dynamic and even personalized marketing, advertising and event information. The technology helps reduce the need for printing literature, which, in turn, reduces costs and the impact on the environment. During the pandemic, less paper handling helps guests feel more comfortable about exposure risks.

"For over 100 years, the Barrière Group has evolved and modernized," says Anglade. "The Wi-Fi solution developed by Wifirst with CommScope RUCKUS will allow us to move forward with our vision for digital transformation. Our new infrastructure will make it possible to integrate technology advances across our properties and the entire customer journey. Service excellence is not a luxury; it is an expectation for our guests. It is our goal to continually impress and delight every guest each time they visit. These are Barrière Group values that will never change."

### About the Barrière Group

Barrière is a brand used to market hotels, casinos and restaurants held by two distinct groups: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC). Founded in 1912 by François André and expanded under the successive leadership of Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, Barrière has developed a range of unequaled offerings in the high-end hospitality leisure industry. The Group focuses on operational excellence and quality service with a decidedly French flair. Its properties currently include 33 casinos, a gambling club, 18 hotels (most of which are five stars), 15 spas, two tennis clubs and three golf courses. Barrière also enjoys a strong reputation in the dining industry, with more than 140 restaurants and bars, including the renowned Fouquet's in Paris and nine other destinations.

### About Wifirst

Created in 2002, Wifirst is the French leader in managed Wi-Fi for professionals. Wifirst has structured its activity around two large families of customers: hospitality and multi-dwelling units (Crous, AccorHotels, Club Med, etc...) as well as the retail and B2B market (La Poste, MAIF, Intermarché, etc.). The telecom operator extended its network internationally by opening offices in the United Kingdom and Spain in 2016 and, to date, covers 26 countries. A pioneer in the Wi-Fi as a service (WaaS) approach, Wifirst is committed to a process of continuous innovation to offer a network capable of absorbing the spectacular increase in internet usage, offering high added-value services and making Wi-Fi the technical base of the digital transformation of its customers. Wifirst is a member of the Bpifrance Excellence network, had an average growth of over 30 percent over the past decade and reached more than 55 million euros in turnover at the end of 2019. For more information, go to www.wifirst.com.

### About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.