

# SEA CONTAINERS FROM LORE GROUP REDEFINING HOSPITALITY THROUGH RUCKUS INNOVATION



**Sea Containers London** is a luxury lifestyle hotel that blends modern design by Tom Dixon with the elegance of a nautical theme inspired by 1920s trans-Atlantic cruise liners.

The hotel is located on the South Bank of the River Thames in London. It is housed in the iconic Sea Containers House, just a short walk from landmarks like the Tate Modern and Shakespeare's Globe.

After a recent refurbishment, the hotel has 354 bedrooms and award-winning bars, an exceptional restaurant, as well as a very busy events operation.

Sea Containers belongs to Lore Group, an international hospitality company that specializes in designing, transforming, managing, and operating hotels, restaurants, and bars across Europe and the United States, with headquarters located in London and New York.



REQUIREMENTS	SOLUTION	BENEFITS
<ul style="list-style-type: none"> <li>• Significant increase in reliability of the Wi-Fi® signal to rooms and public areas</li> <li>• Achieve a sub-40 dB signal in all guest rooms</li> <li>• Strong and stable Wi-Fi signal strength</li> <li>• Deploy Wi-Fi 7 in public areas and conference rooms, supported by multi-gigabit switching</li> <li>• Real-time detection of issues and addressing troubleshooting</li> <li>• Bandwidth availability</li> </ul>	<p>RUCKUS One® cloud management system, integrated with AI for proactive issue resolution</p> <p>RUCKUS® access points (APs) deployed:</p> <ul style="list-style-type: none"> <li>• RUCKUS H350 AP in guest rooms</li> <li>• RUCKUS R550 AP in main corridors</li> <li>• RUCKUS R750 AP in concentrated corridor/staff spaces</li> <li>• RUCKUS R670 AP in events and public spaces</li> <li>• RUCKUS T350 AP in external, temperature-variable areas</li> </ul> <p>Switches deployed:</p> <ul style="list-style-type: none"> <li>• ICX® 7150 on guest floors and conference facilities</li> <li>• ICX 8200 in back-of-house networks</li> <li>• ICX 7550 in public areas</li> </ul> <p>RUCKUS One AI RUCKUS IoT</p>	<ul style="list-style-type: none"> <li>• Incidents resolution time reduced</li> <li>• Connection success rate improved</li> <li>• Incidents per week decrease</li> <li>• Guests' complaints dropped</li> <li>• Operational costs reduced with the implementation of RUCKUS One AI driven network solution</li> <li>• Operational time spent on routine maintenance and network management tasks decreased.</li> </ul>

In today's hospitality industry, seamless and high-quality Wi-Fi connectivity is a fundamental expectation for guests. Whether guests are traveling for business or leisure, reliable internet access is often a deciding factor in customer satisfaction. They expect an internet access connectivity that allows them to stream their own content across multiple devices at any given time, just as they do at their homes.

In fact, in a 2025 Cox Business survey that explored travel preferences among Gen Z and millennial business travelers, the findings were pretty eye-opening: 58% of respondents said fast, reliable internet and mobile service was the most important hotel tech feature when traveling for work—outranking even basics like hot water.

With increasing demands from guests and staff on bandwidth, Sea Containers took the decision to adopt the latest Wi-Fi technology.

However, enabling a truly digitally connected environment within such a dynamic and design-forward hotel came with significant challenges. Despite its premium positioning and tech-forward vision, Sea Containers London was grappling with critical Wi-Fi issues that impacted both guest satisfaction and operational efficiency. Some of the key challenges included:

- Inconsistent Wi-Fi coverage throughout the property, leading to weak signals in guest rooms and public spaces
- Frequent signal dropouts and disconnections, especially during peak usage periods
- Limited roaming capabilities, preventing smooth transitions between areas without losing connection
- Bandwidth constraints, which affected business conferences, guest streaming, and IoT device performance
- High volume of guest complaints, impacting the hotel's reputation and service quality

These persistent connectivity issues became a barrier to delivering the seamless, modern digital experience that guests and staff increasingly expected. Recognizing the urgent need for a high-performance, scalable, and intelligently managed network infrastructure, Sea Containers London selected RUCKUS Networks as their strategic technology partner, confident in their ability to deliver purpose-driven network solutions, next-generation Wi-Fi, intelligent switching, and simplified cloud-based management tailored to the hotel's unique needs.

## The RUCKUS solution: High-performance connectivity at every corner:

To resolve its critical connectivity challenges and support an exceptional digital experience for guests and staff alike, Sea Containers London turned to RUCKUS Networks for an advanced wireless and wired infrastructure upgrade. The solution was strategically designed and professionally deployed by Fairland Consulting, a valued member of the RUCKUS BIG DOGS Partner Program, to meet the hotel's specific architectural, operational, and technological demands. The result is a high-performance network delivering consistent high-speed coverage, intelligent AI-driven cloud-based management, and a future-ready foundation for RUCKUS purpose-driven innovations like Wi-Fi 7 and IoT integration.

**"Fairland deployed a predictive heatmap to scope and design the wireless solution, selecting the most suitable product for the environment. Following a limited rollout and site survey, the design was refined—reducing the number of access points needed. All APs were installed to operate seamlessly alongside existing infrastructure, ensuring uninterrupted guest experience."**

**Roger Petersen**  
Fairland Consulting Director

### 1. Advanced Wi-Fi access point deployment

To eliminate coverage gaps and support high-density usage across different environments within the hotel, RUCKUS deployed a range of purpose-built APs:

- **H350 APs** in each guest room, ensuring strong sub-5G signal strength and reliable in-room connectivity
- **R550 APs** in main corridors to maintain consistent 100% coverage between rooms and support roaming
- **R750 APs** in concentrated corridor and staff areas for higher capacity and throughput



- **R670 APs** in public spaces and event venues to handle high-density usage capable of supporting over 1,200 active clients per 24 hours and handling up to 1.58 Terabytes of data daily for conferences and social gatherings
- **T350 APs** in external or temperature-variable zones, delivering ruggedized, high-performance Wi-Fi in challenging environments

## 2. Enterprise-grade switching infrastructure

To support the increased traffic and ensure reliable data transmission across all areas, a powerful switching backbone was implemented:

- **ICX 7150 switches** were deployed on guest floors and within conference facilities
- **ICX 8200 switches** were used in back-of-house networks for core services
- **ICX 7550 switches** powered connectivity in high-demand public areas

These switches offer multi-gigabit performance and PoE+ support, making them ideal for high-throughput access points and IoT devices.

## 3. Cloud-based management with RUCKUS One

To simplify network operations and provide real-time insights, Sea Containers London adopted RUCKUS One—a cloud native platform that offers:

- A single-pane-of-glass dashboard for centralized control and monitoring of all network devices
- Significant improvement in network responsiveness, with connection times reduced from 104.65 ms to 50.8 ms and connection success rates increasing from 86.51% to 98.83%
- Automated radio and power adjustments optimizing signal strength and coverage dynamically, improving overall network health
- Real-time alerts and advanced analytics enabling IT staff to efficiently manage over 1,940 active client connections daily

**“This infrastructure not only meets the modern traveler’s demand for high-speed, uninterrupted internet access but positions our property at the forefront of digital hospitality innovation.”**

**Gavin Allison**  
Lore Group Global Head IT

## Real-world impact of RUCKUS’s purpose-driven network solution:

Following the deployment of RUCKUS One and a full-stack infrastructure upgrade, Sea Containers London experienced dramatic improvements in network performance, operational efficiency, and guest satisfaction.

The hotel’s network transformation has led to seamless connectivity and enhanced guest satisfaction. Guests and hotel staff now experience smooth roaming throughout the building, with noticeably improved performance across all services. Issues have become rare and, thanks to AI-driven automation, many are resolved instantly—often before staff even notice them. This proactive approach ensures a stress-free, high-quality experience for both guests and hotel operations.



With a robust, future-ready network now in place, Sea Containers London is not only addressing current connectivity demands but also embracing forward-thinking digital enhancements. The ongoing implementation of solutions like Apple AirPlay casting and Apple Wallet-based door access exemplifies the hotel's commitment to delivering seamless, tech-enabled guest experiences. By combining high-performance infrastructure with secure, scalable management, RUCKUS Networks has empowered Sea Containers London to redefine digital hospitality.

As Gavin Allison, Lore Group's global head of IT, affirms: "By leveraging future-ready advanced networking technologies, we are creating a modern, connected hotel experience that prioritizes guest convenience and operational efficiency."

# FAIRLAND

**Fairland Consulting (Member of the RUCKUS BIG DOGS Partner Program)** Fairland has specialized for 20 years as a value-added reseller providing infrastructure solutions to hospitality, retail, travel and leisure sectors. Our consultants have real-world experience of providing IT solutions in production environments—from migrations to the cloud, to network design, implementation and support, Wi-Fi and VoIP solutions, virtualization, disaster recovery, cybersecurity and managed services.

Fairland works with you to complement your in-house IT skills and provide the best solutions for your business.

[www.fairland.co.uk](http://www.fairland.co.uk)



**RUCKUS Networks.** RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business—a loyal companion ready to help get the job done, whatever it takes. RUCKUS Networks is backed by the corporate resources of CommScope, which powers many of the world's most advanced networks.

[www.ruckusnetwork.com](http://www.ruckusnetwork.com)

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