

SUCCESSFUL CASE ILLUSTRATION:

Client: *Hilton Tokyo, Tokyo, Japan*

Date: Jan 2004

Background:

Hilton Tokyo, a world-renowned hotel located in Tokyo Japan, is a famous business hotel in the city. It mainly provides accommodation service to business travelers. It is also a popular venue for business meeting in the region.

Hilton Tokyo has deployed SinoCDN's broadband access and billing product LinkEasy for providing value-added service to the customers in addition to its main business of hospitality and catering. It helps the hotel to offer simple and easy-to-use Internet broadband access service, increasing the revenue of hotel from different sources.

The hotel has installed a LinkEasy in its guest network system, which consists of room access network as well as wireless network. Since more and more travelers (especially business commuters) are requiring Internet access while they are away, SinoCDN's LinkEasy Solution enables hotels to satisfy this increasing demand from customers. The plug-and-play function of LinkEasy and seamless integration with third party wireless infrastructure enables Hilton Tokyo to become one of the hotels with full wireless coverage with simple plug-and-play in the city, offering guests the best quality Internet service, both wired and wireless.

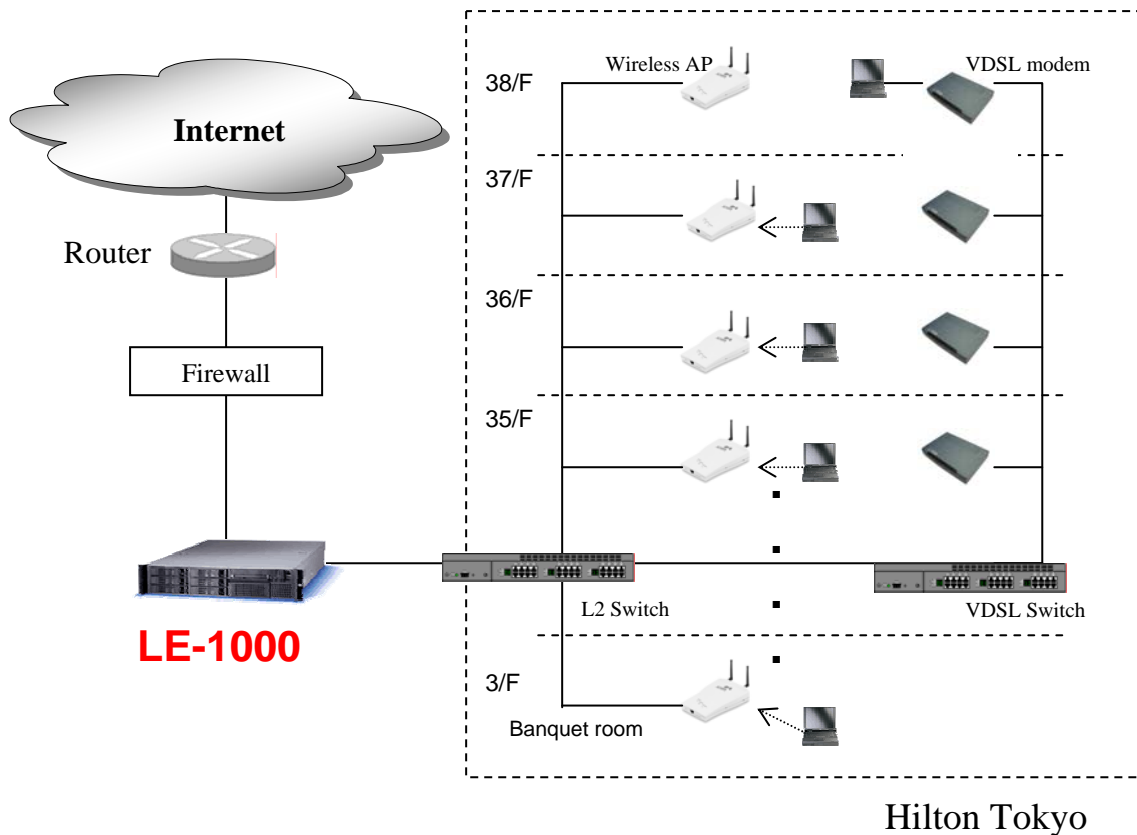
Challenge for Hotel:

Hotels, including Hilton Tokyo, are always facing the following problems for providing broadband Internet access service:

1. Hotels cannot offer broadband services for hotel guests in a user-friendly way
 - Connectivity convenient for the guests is a critical concern, because it will lose those users who do not have the proficiency in re-configuring their notebook to get online
 - Wireless access is gaining popularity for computer users, that the demand for wireless Internet access is increasing.
2. Lack of flexible charging scheme and billing system
 - A flexible charging scheme should be available to maximize the profit on billing Internet access based on usage time, bandwidth demand and application type
3. Precious hotel Internet access bandwidth is not allocated and optimized properly
 - Bandwidth control mechanism is necessary to prevent some users from occupying most of the bandwidth constantly

Before deploying LinkEasy, customers in Hilton Tokyo must use the in-room wired VDSL if they want to get online. However, this method cannot provide a simple and user-friendly way for Internet access. Moreover, the attachment of Ethernet cables cannot satisfy the quest of wireless requirement of business travelers. Hilton Tokyo is also unable to gain any profit from this highly demanding service. The reputation of hotel will gradually degrade and customers will select hotels that can provide broadband wireless Internet access service.

SinoCDN LinkEasy Solution



In order to improve the reputation, Hilton Tokyo has deployed a LinkEasy SA Edition LE-1000 for providing guest room broadband Internet access service to the customers. The built-in billing functionality of LinkEasy also helps Hilton Tokyo to increase its revenue from this charging service.

The LE-1000 is located at the point that is connecting to the MAN to Internet and Internal network. The network ports inside the 800 guest rooms of the hotel are connected to the LE-1000 through L2 switch. All traffic of users are managed and controlled by LE-1000.

With LinkEasy, guest room users can immediately enjoy a simple plug & Play Internet access service. The client is not required to reconfigure or install any

additional client side software. Hilton Tokyo also can manage the network, user account privileges, bandwidth usage and application types on LinkEasy's web-based management tool, optimizing the network resources usage for maximizing the profit gained.

LinkEasy's seamless integration with third party wireless access point combines the Internet access functionality on top of the freedom in the wireless world. With a wireless enabled notebook computer, guests can now enjoy the Internet services powered by LinkEasy across rooms and corridors.

Moreover, the Account Information and Bill and Receipt printout function in LinkEasy significantly simplifies the hotel's daily operation. When a guest checks in, the front-desk operator can print the login, password, instruction and troubleshooting guideline for the guest using the LinkEasy web-based management tool. When the guest checks out, the operator simply perform checkout using the management tool, receipt can be printed on the spot immediately. The customer can check his receipt and bill clearly for paying the service charge.

Benefits to Hilton Tokyo:

- Hilton Tokyo can differentiate its service from their competitors. It attracts more customers to use the core business service and new wired and wireless broadband access service.
- Cost of deployment and technical support is minimized since the hotel no longer needs to consider the access problem of customers whose machines having different type of IP configuration.
- Provide tiers of service to customers. Customers can choose the type of services and bandwidth limit they can afford, helping the hotel to

maximize its total profit.

- Hilton Tokyo can optimize the available network bandwidth by controlling bandwidth allocation amongst customers.
- Reduce the cost in operation and training. The least management required for the system significantly maximizes the profit of hotel.

