

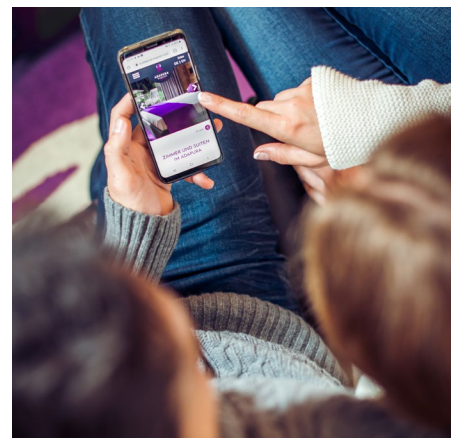
Digital up to the roof



In the sports and family hotel ADAPURA in Wagrain, Austria, Wi-Fi is at the heart of an innovative service concept

With its 120 rooms, the ADAPURA – newly opened in 2019 – offers the latest in comfort and convenience for around 300 guests. Whether it’s a ski holiday, a hiking trip or a wellness weekend, the hotel in the Salzburg region welcomes sports enthusiasts and those looking for relaxation all year round. From day #1 of the planning, one thing was certain: A high-performance, uninterrupted Wi-Fi was to be the key to the new digital services.

“If we assume that every guest goes on vacation with up to three Internet-enabled devices these days, then things really add up with 300 guests,” explains Stuart Kugler, Chief Digital Officer of ADAPURA Hotelbetriebs GmbH. “Right from the start, we fully intended to cater for the digital habits of our guests and to make the majority of our services available digitally. This makes Wi-Fi an elementary part of our customer experience.”



“We were looking for a technology partner who stands for the highest quality and who can be contacted at any time. Another challenge was that we had an extremely tight timeframe for rolling out the infrastructure. So it had to be done quickly.”

Stuart Kugler, Chief Digital Officer of ADAPURA Hotelbetreibungs GmbH

Network technology from Germany

Guest Wi-Fi, services and business applications at the ADAPURA should function smoothly, so a secure, reliable and high-performance network infrastructure is required. “We were looking for a technology partner who stands for the highest quality and who can be contacted at any time,” says Kugler. “Another challenge was that we had an extremely tight timeframe for rolling out the infrastructure. So it had to be done quickly.” The choice was the German network manufacturer LANCOM Systems and the Vienna-based HXS GmbH as installation partner.



Hospitality 2.0

Business-critical applications at the ADAPURA are Wi-Fi-based, including the credit card terminals at the hotel reception, as are the guest services. For example, guests can use the ADAPURA app to check in and out digitally. Tables in the hotel’s four themed restaurants are easy to reserve using a smartphone or tablet. Wellness applications or room-service orders can also be booked in no time using the app.





Even in the elevator, guests benefit from high-speed Wi-Fi without restriction and free of charge. “One reason this is so important for us is the poor cell-phone connection up here due to our valley location,” explains Kugler.

Easy rollout with the LANCOM Management Cloud

The team around HXS managing director Lorenz Bindhammer used the LANCOM Management Cloud (LMC) for the configuration, commissioning and management of the switches and Wi-Fi access points: “All network components can be configured fully automatically via the LMC with just a few clicks. Time-consuming and error-prone manual configuration is a thing of the past.” The result: The ADAPURA's digital infrastructure was ready for use within days.



Practical test passed

“The system has succeeded in practice, as well,” says a delighted Stuart Kugler. “In the first few months we had an occupancy rate of over 90 percent. The Wi-Fi handled it all really well. Our vision was of a consistent digital service concept for contemporary hospitality and maximum comfort, and it has certainly paid off.”

The customer

New. Chic. Casual. The new four-star hotel ADAPURA in Wagrain will fascinate you with its urbane concept evoking a chic alpine style. Our rooms are furnished with great attention to detail, creating a casual ambience for you to relax. Here at Hotel ADAPURA, you'll experience a new art of living: Live at one with the mountains of the Salzburger Land, enjoy breathtaking views of the Alps and feel pure naturalness in our SPA area. With our concept "New Art of a Stay", we aim to create a casual holiday atmosphere where you can leave your tie or little black dress in your suitcase, if you so choose. Meet ADAPURA & enjoy!

The partner

With a team of proven experts, HXS GmbH offers optimal, tailor-made solutions for all areas of business IT: From managed services, hosting, service & support to infrastructure, server & virtualization, Wi-Fi and e-mail to telephony, security & firewall and data protection. In all of our services, quality and personal consultation take top priority at HXS.

At a glance

The customer



ADAPURA
Betreibungs GmbH
Austraße 2A
6352 Ellmau / Austria
+43 (0)503 636-1
welcome@adapura-
wagrain.com
adapura-wagrain.com

Products and services:
Sport and family hotel with innovative digital service concept

The partner



HXS GmbH
Ungargasse 37
1030 Vienna / Austria
+43 (1)344 1344
office@hxs.at
hxs.at



Requirements

- Equip the 120 rooms, common areas and outdoor facilities with powerful Wi-Fi as the basis for digital guest services and business-critical applications
- Fast, automated rollout
- Highest demands on reliability and support

Components deployed:

- LANCOM indoor and outdoor access points
- LANCOM switches
- LANCOM WLAN controllers
- LANCOM Management Cloud

LANCOM Systems GmbH
Adenauerstr. 20/B2
52146 Wuersele | Germany
info@lancom.de
www.lancom-systems.com

LANCOM, LANCOM Systems, LCOS, LANcommunity and Hyper Integration are registered trademarks. All other names or descriptions used may be trademarks or registered trademarks of their owners. This document contains statements relating to future products and their attributes. LANCOM Systems reserves the right to change these without notice. No liability for technical errors and/or omissions. 10/2022