



Arinda Internet  
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# Case Study

## Azzura Greens Resort

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### In-Room Broadband System

**Azzura Greens Resort**  
2 Activa Way  
Hope Island QLD 4212



A combination of wireless and cabled internet services delivers fantastic returns for this luxury resort and apartment complex

## Business profile

Azzura Greens Resort is an architecturally designed low-rise resort comprising 159 luxury one and two-bedroom apartments spread across three separate 4-storey buildings. The resort is a combination of short term holiday-letting, permanent owner-occupiers, and medium-term rental properties.

At the heart of the resort, the crystal waters of a lagoon pool lap against a stretch of white sand beach. Lush tropical gardens, a 20m lap pool and huge spa, plus four well appointed BBQ areas complete the oasis like setting. A fully equipped gymnasium and steam room is freely available, and the adjoining Pat Cash International Tennis Academy and The Hope Island Golf Club are easily accessible to resort guests.



## Situation

Before contacting Arinda in 2010, Azzura Greens Resort had an existing in-room internet system operated on a hosted profit-share basis by another operator. However the system had frequent problems, and Azzura management quickly became unhappy with the level of support and service they were receiving from their previous supplier. Azzura then chose Arinda Internet to be the new internet service provider, and to repair and expand the existing system.

## Solution

With the size of the Azzura Greens Property, Arinda chose to install a combination of wireless and cabled internet systems. This combination guarantees 100% coverage of the room by delivering high-speed internet access to every room and to all the public common areas.

### ***The cabled internet system***

The cabled internet system is delivered to every apartment and to the conference and function rooms via CAT5e network cable. Each room has up to 5 data points located in the lounge room, kitchen and bedrooms. This allows holiday guests or permanent residents to connect their laptops, desktop PCs, gaming consoles, TiVo or other devices to any of these data points.

High speed fibre-optic cables join each of the three buildings, and Ethernet network cable then runs to network switches located on each floor of each building. This high speed network is so fast that it could be used to deliver a video-on-demand or VoIP service to each room in the future.

The cabled internet network terminates in the communications room in the basement of the main building. The entire system runs through a Surf Easy Internet Access Controller, which handles all the user billing, user authentications, accounting, and network security.

**The wireless internet system**

Arinda installed 3 outdoor wireless access points in the complex – 2 at opposite ends of the resort pool, and 1 at the far end of the complex.

These wireless access points deliver a wireless internet signal to approximately 70% of the apartments in the resort.

**Welcome to our internet service...**  
 You can connect using a network cable into the data wall-points in your room, or wirelessly. There is also an internet kiosk available near reception.  
 If you have any problems connecting, or would like any more information, then please call 1300 882 780

**Unlimited access plan now available**  
**\$59/month**  
 unlimited downloads  
 connect up to 3 devices  
 no contracts  
 just pay per month online  
 using your credit card

**WIRELESS INTERNET AVAILABLE HERE**  
 Connect to the Internet Here Azzura signal  
 The signal transmits from the pool area

**INTERNET KIOSK**  
 available near reception  
 a coin operated business centre terminal  
 with printing, internet, headphones

**The connection and billing process**

Guests simply connect to the wireless signal from anywhere in the complex, or via the cable in their room. When the guest tries to access the internet they will be automatically redirected to the logon and billing pages. The guest then chooses their preferred plan, and enters their credit card details.

The service has a variety of access plans, ranging from 1 hour up to 1 year, with set download limits.

There is also a monthly unlimited access plan, which allows a guest to connect up to 3 devices simultaneously, with unlimited downloads, for just \$59 per month. This access plan has been incredibly popular with the permanent residents in the resort.

**AZZURAGREENS RESORT**  
 HOPE ISLAND, GOLD COAST

**WIRELESS AND CABLED INTERNET SERVICE**  
 for support and assistance please call 1300 882 780 from 8am to 8pm

**ATTENTION PERMANENT RESIDENTS:** Please click here for information on renewing your monthly internet account

For support please call 1300 882 780 from 8am to 8pm, 7 days (Queensland time)

**Logon**  
 connect to the internet  
 with your existing account

**Buy Now**  
 create a new account or  
 add credit to your account

click here to connect to the internet if you already have an account

click here to buy access, top-up or extend your account, or to create a new account

### **Internet Business Centre Kiosk**

In addition to the in-room internet system, Azzura Greens Resort also now has a Surf Easy Internet Business Centre Kiosk, providing internet access, office applications, and printing.

The coin-operated terminal has head phones, USB access, and printer, and is loaded with applications to allow users to work on documents, download files, listen to music, or do any other computer related task.



### **Benefits**

By using the combined approach of wireless and cabled internet services, the result is that users can access the internet on their own laptop from anywhere in their room, plus also when they are in the gym, pool area, BBQ area, gardens, conference room or VIP lounge. With the one username and password, the guests and residents have the freedom to access the internet wherever they want, whenever they want.

There are numerous benefits of this internet system for Azzura Greens Resort:

- increased revenues from the sale of internet access plans to holiday guests and permanent residents
- increased number of bookings due to the availability of high speed internet access
- new revenue streams from newly connected rooms that did not previously receive the internet feed, especially permanently occupied apartments as permanent residents use the service as their home internet connection
- customers, guests and residents can roam the resort with a single user account
- greater customer satisfaction as the result of a more reliable service, thereby building greater customer loyalty
- minimal new cabling had to be run within the building, substantially reducing installation time and costs and removing the need for building work approvals
- online credit card billing means that the system is operational 24/7, without needing any staff intervention. Customers can purchase access even when reception is closed
- no need for body corporate approval for installation
- fully automated system means no staff interaction is required
- fully outsourced technical support available to all users 12 hours a day, 365 days a year
- Zero downtime during transition from the old system to the new system
- All users on the previous system were automatically transferred over to the new system at no additional charge

## Revenues and returns

<b>Financial Analysis</b>	
<b>Gross revenue from the in-room internet system</b>	<b>\$27,407 p.a.</b>
<b>Gross revenue from the internet &amp; business centre kiosk</b>	<b>\$2,830 p.a.</b>
<b>Indirect Revenue</b> (from new guest room rates)	
Increase in number of room nights sold per year by offering internet	200 room nights / year
Average room rate (averaged over all room types over the entire year)	\$240 / night
Average profit margin per room per night	20%
<b>Total additional accommodation net revenue per year</b>	<b>\$9,600 p.a.</b>
<b>TOTAL INCREASE IN REVENUE GENERATED BY THE SYSTEM EACH YEAR</b>	<b>\$39,837</b>

## Products and services used

The following Arinda products and services were used to deliver this solution:

- 1x Surf Easy Internet Access Controller (5 port)
- 3x Surf Easy Outdoor Extreme Wireless HotSpots
- Server rack for mounting the server equipment in the telecommunications cupboard
- Wireless ADSL modem, network switches, iBoot and cabling
- Internet Content Filtering Service
- On-call extended-hours support supplied by Arinda
- On-site installation and training
- In-room marketing collateral and instructions