



ResortWiFi

Case Study



Customer Profile

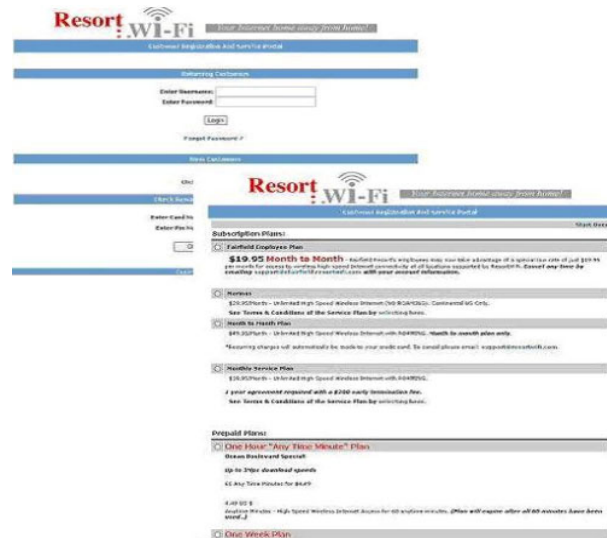
ResortWiFi is a Wi-Fi Internet provider, which focuses on the timeshare and hotel industries. With the growing demand for wireless Internet access by travelers and vacationers alike, ResortWiFi provides a highly reliable and affordable solution using Pronto Networks' Managed Services Platform. Besides meeting the needs of guests ResortWiFi solutions are also designed to drive more sales to the organization.

ResortWiFi is a privately held company based in Scottsdale, AZ with offices in Carson City, NV and Santa Ana, CA. ResortWiFi is a leader in deploying high-speed wireless Internet access to the Resort time-share vacation industry.

Network Solution

ResortWiFi follows the MSP (Managed Services Platform) business model provided by Pronto Networks. In the Pronto MSP offering, ResortWiFi is one of many WISPs (Wireless Internet Service Provider). In this model, Pronto provides a Unifi Hospitality module, which is an extension to the UniFi OSS Platform. This is a wireless infrastructure solution modified for the hospitality segment.

ResortWiFi has more than 60 locations in the network and offer multiple subscription service plans to the guests at the time-share locations. Pronto's solution offers a customizable, flexible platform that enables the property's IT staffs to quickly and easily modify the service based on their localised requirements.



For the WISPs such as ResortWiFi, the Pronto MSP offers features such as service & network provisioning, 24x7 network monitoring & management, 24x7 call center support, monthly billing & revenue distribution, aggregator and bi-lateral roaming arrangements, operator captive portals, web-based reporting, and training and account management.

ResortWiFi utilizes most of the features enabled by Pronto's solution including brandable splash pages at multiple tiers, centralized authentication, billing, subscriber management, flexible service plans across locations, and within the premises, Micro-Fidelio Property Management System (PMS) inte-

Product Name	Batch / Card No.	Date Sold	Email	Card Value	Card Type	Sale Location	Sale Value
Split week - 3 Day Plan	44 / 790	11/01/2008	juan.rutik@perelafabrica.com	15.99	CO	PRE Las Vegas at Grand Desert	15.99
One Hour Plan	43 / 995	11/01/2008	Cinda.Gerhold@cox.net	4.38	CO	PRE at Colorado Parks	4.38
Split week - 3 Day Plan	44 / 798	11/01/2008	edukorpnet@yahoo.com	18.71	CO	PRE at Colorado Parks	18.71
Split week - 3 Day Plan	44 / 791	11/01/2008	dan.rosenbly@realmanagement.com	9.64	CO	PRE South of HagerUD Sun	9.64
Split week - 3 Day Plan	44 / 792	11/01/2008	k.tan@radio4.com	17.99	CO	PRE Parklands at Century Book	17.99
Split week - 3 Day Plan	44 / 794	11/01/2008	k.tan@radio4.com	19.44	CO	PRE Las Vegas at Grand Desert	19.44
One Day Plan	45 / 994	11/01/2008	ed237@earthlink.net	9.94	CO	PRE South of Beach Great Outages	9.94
Split week - 3 Day Plan	44 / 790	11/01/2008	rsjma@biglobe.nl	15.79	CO	PRE at Colorado Parks	15.79
One Hour Plan	40 / 991	11/01/2008	popocara@hotmail.com	3.46	CO	8000 Canyon Resort Las Vegas	3.46
One Day Plan	40 / 990	11/01/2008	l.wegler@shiloh.com	9.35	CO	Flamingo Hilton Conference Area	9.35
One Day Plan	40 / 992	11/01/2008	l.wegler@shiloh.com	9.35	CO	Flamingo Hilton Conference Area	9.35
Split week - 3 Day Plan	44 / 798	11/01/2008	shawn.james@comcast.net	18.67	CO	Delaney Cove	18.67

gration, integration with customer loyalty programs, and 24x7 customer support.

According to Chief Technical Officer and co-founder of ResortWiFi, Jim Phalan, "Implementing Pronto's solution is an investment that reaps immediate returns. Pronto's Wi-Fi solution being complete end-to-end, ensures that we have a stabilized back-end technology that sustains our revenue generation. Besides, I'm positive that our working together will prise open several other opportunities for the future."

AN INTERESTING TWIST ADD-ON OFFERED AT RESORTWIFI LOCATIONS

Additionally, like many other WISPs with locations in the US, Caribbean and Mexico, ResortWiFi experiences network down time originating from installed data lines provided by local ISPs. These Internet lines are crucial in providing the backbone for the Wireless Internet Service at ResortWiFi's locations. The outages occur almost all

the time at the modem itself(DSL, Cable,T1, etc), as the modems freeze up, requiring a manual reboot to reset it.

Jim Phalan has indicated that it would cost between \$100 and \$200 an hour to send a technician to manually reset these modems. In the network deployment, Remote DataCom, Inc. (www.remotedatacom.com) took on the challenge and developed the KABU - Keep Alive Base Unit. The product is designed to detect when the Internet connection on the modem goes down. It then power cycles the modem, and waits for ten minutes before checking to see if the connection is available. This waiting time gives the modem adequate time to acquire an IP address and negotiate the broadband connection. The resulting advantage is that the units pay for themselves in as little as one month of operation.

Also, as Phalan says, Pronto along with Remote DataCom, has ensured that revenue has increased, down time is reduced. and most of the tech visits, if not all, have been eliminated at ResortWiFi.



Pronto Networks
 Corporate Headquarters
 4637 Chabot Drive, Suite 350
 Pleasanton, CA 94588
 925 227 5500

For more information:
www.prontonetworks.com
info@prontonetworks.com