Tellabs™ Optical LAN Solution for Owners and Developers of Hotels and Resorts of all Sizes

Improve guest experience, property value, and business revenue while saving money.

Hotel owners and developer aspire to deliver the best possible guest experience over a state-of-the-art voice, video and data network. They also desire to build lasting value into their property and business. Whether the hotel or resort is a new build or a renovation, promoting the installation of fiber based local area network (LAN) can assure that all those goals are met.

In particular, Tellabs™ Optical LAN delivers a simple, stable, secure and scalable fiber based solutions for hoteliers that directly:

- **Improves Guest Experience**
- **Increases Property Value**
- **Converts Space Savings into Business Revenue**
- **And, Saves Money on Day-1 and Year-over-Year**

Improve Guest Experience

67% business travelers will NOT return to a hotel with poor connectivity (Netgear 2014). Tellabs Optical LAN delivers improved bandwidth, scalability and performance that the modern hotel guest demands.

Better Bandwidth
Optical LAN systems can deliver 4x greater connectivity in 90% less space when compared to traditional copper based architectures.

Wireless Synergies, both Wi-Fi and Cellular
The Wi-Fi technology that you deploy today may only be good for the next 3 to 5 years before it is rendered obsolete. On the other hand, the fiber cabling that you install today typically comes with a 25 year manufacture guarantee and fiber cable has no known obsolescence horizon.

Performance extended to all corners of the Property
Optical LAN can extend broadband connectivity reach 300x further over a passive network (i.e. no thermal, no power and no maintenance impact). That means the same LAN architecture can serve guest rooms just the same as it serve outdoor guest amenities, such as pool bars or club houses.

Fiber networks impact on Real Estate

- **Up to $6,000 premium** value that fiber-based network adds to a typical house or condo
- **$81 premium** in monthly rental that fiber based networks adds to a typical apartment
- **Up to 15% premium** renters are willing to pay for fiber based network connectivity

2014 RVA LLC survey of homeowners & developers

Why Hoteliers choose
Optical LAN

- Hotels that require higher density of connectivity (e.g. metro high rise hotels)

- Hotels where physical distance challenges causes difficulties for connectivity across the property (e.g. sprawling resort property)

- Hotels that strive to converge all services and whole network systems over fiber (e.g. guest services, back-office, security, Wi-Fi and DAS)

- Hotels where renovations have unique cable installation restrictions (e.g. restricted cabling pathways, historical building, architectural challenges, high coring expense).

- Hotels where copper cabling longevity is reduced by high humidity, high salt, corrosion and lightning. (e.g. water front property)

Increase Value of Property and the Business

Passive Optical LAN is future-proof, reliable, secure and easy to deploy since it supports all the same voice, video and data of the modern hotel. All of the above benefits impacts revenue and property real estate value for hotels.

Fiber Cabling Increases Property Value
Studies confirm that a fiber based network can add $6,000 premium to a typical home and up to 15% premium to a typical apartment. Thus, it follows that a Passive Optical LAN can increase value of a hotel or resort.

Constant Copper Cabling Replace Negatively Impacts Business
Copper cabling historically has not kept pass with bandwidth demands or wireless technology advancements. Each time bandwidth or wireless capabilities are exceeded the copper cabling is ripped out and replaced each time costing the business money. Fiber based LANs are the most future proof infrastructure choice that a hotel owner or developer can make today.

Convert Space Savings into Revenue

By designing a hotel/resort using Tellabs Optical LAN extended reach, the telecommunications rooms can be eliminated. Copper-based LANs can only reach 300ft/100m therefore multiple telecom rooms are required typically one per floor for a standard hotel. Assuming an average room size of 350 square feet and an average telecom room size of 100 square feet, whole rooms can be added or larger rooms can be constructed by reducing the size or number of telecom rooms. Either way the space saved from utilizing a passive Optical LAN design can be converted into revenue generating purposes for the hotel owner.

Saving Money on Day-1 and Year-over-Year

With all of the great benefits for hotel owners and developers, many find it hard to believe that it all comes with capital and operational savings too.

Capital Savings
Passive Optical LAN removes active electronics and powering from the aggregation and distribution portion of the network. The system architecture also reduces the amount of cabling necessary. Therefore less electronics and less cabling can result in 30% to 50% savings at installation.

Operational Savings
Passive Optical LAN simplifies operations for IT staff. It centralizes intelligences and management for faster network moves, adds and changes. There are often powering savings experienced by hotels and resorts that deploy Optical LANs that contribute to additional operational savings.

Next steps.
Visit **www.tellabs.com** to learn more about how Tellabs Optical LAN solutions are solving enterprise network challenges while significantly reducing CapEx and OpEx, power consumption, and space requirements. If you have a question, please email **ask@tellabs.com**.

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