

Consider a DOCSIS-based Internet Solution to leverage existing coax infrastructure and deploy a cost-effective, high-performance Internet network.

WHAT IS DOCSIS?

DOCSIS (Data Over Cable Service Interface Specification) is the standard technology used by cable companies to deliver ultra-fast, broadband Internet over existing coaxial infrastructure to millions of customers around the world. Compatible with all major Wi-Fi access points, DOCSIS modems allow the same coax cable that is carrying video signals to be utilized for Internet traffic.

For hoteliers, this means that DOCSIS allows hotels to improve the guest Wi-Fi experience without tearing apart walls or taking rooms out of service often at significant savings versus installing Ethernet.

WORKING WITH DOCSIS

A DOCSIS-based Internet service has capabilities to deliver **10 to 20 times higher throughput** than needed for today's streaming video usage such as Netflix – **DOCSIS exceeds typical circuit size, with 1.5 Gbps per 500 rooms.**

Because DOCSIS coexists on the same coax cabling as Free-To-Guest (FTG) & Interactive TV (iTV), the solution provider must be experienced with Radio Frequency (RF) and Master Antenna TV (MATV) networking technology as well as IP to appropriately survey the site, select the adequate equipment, and properly design and implement the wireless network leveraging a DOCSIS solution.

Each deployment presents challenges due to environmental factors, cabling quality & quality of the FTG & iTV installation. With 30+ years of RF, coax, & television deployment experience, in addition to expertise in Wi-Fi & IP networking, SONIFI is adept at installing and maintaining DOCSIS Internet solutions maximizing connectivity and uptime.

Should Your Hotel be Considering DOCSIS?

Wi-Fi Internet is the number one amenity to 94% of guests*. Having poor or unreliable Internet Service impacts guest satisfaction levels. Because DOCSIS makes use of a hotel's existing coax wiring, it is a solid Internet upgrade option for many properties that don't want to re-wire or take rooms out of service.

Model DOCSIS Candidates

- **Large properties** where scale and scope of re-wiring would be prohibitive
- **Legacy and historic sites** where construction would ruin the aesthetic or disturb hazardous materials
- **Concrete buildings** or sites with reinforced wall structure materials making it difficult to bore or re-wire
- **Highly-occupied hotels** that are not able to take rooms out-of-service



DOCSIS

Deliver Guest Internet by Leveraging Existing Coax

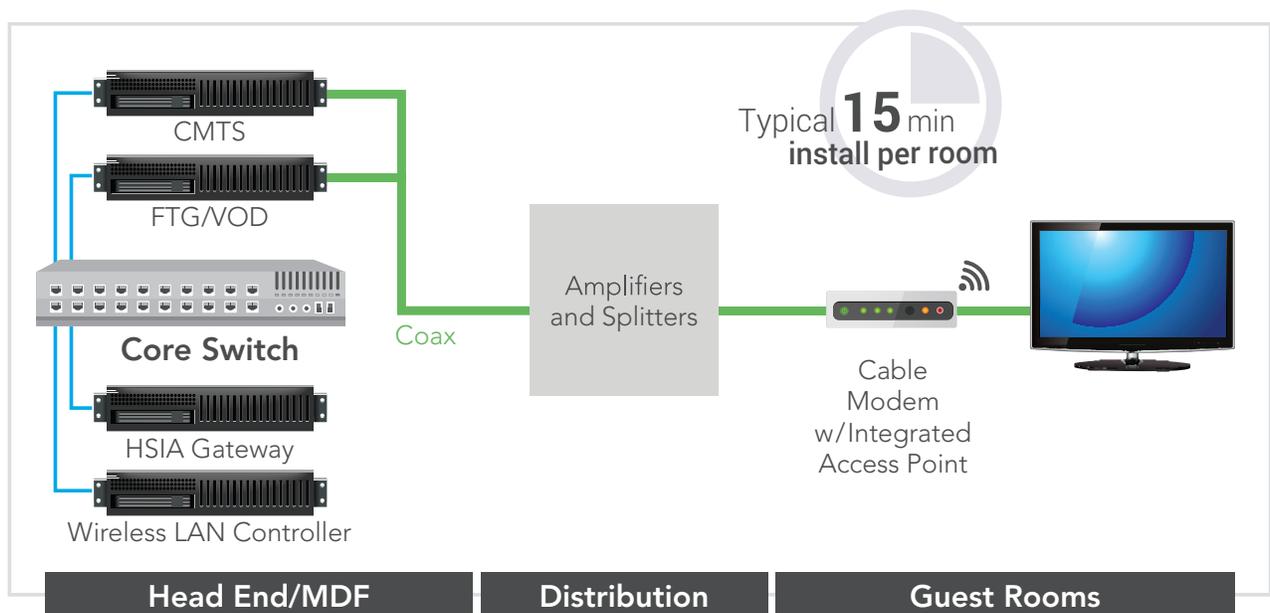


Internet Services

Seamless | Reliable | OTT Ready

TYPICAL INSTALLATION MODEL

A DOCSIS installation is relatively straightforward and routine – **with a typical per room installation time of 15 minutes**. After installation, SONIFI’s team continues to monitor and tune the MATV plant to optimize the system’s performance, while also monitoring actual bandwidth usage. The following diagram represents a usual DOCSIS installation in a hospitality setting.



WE PARTNER WITH THE BEST IN THE BUSINESS

SONIFI selects quality, proven equipment for its installations. The exact models and brands are chosen per facility based on the existing hardware and setup as well as usage needs.



Find out if DOCSIS is the right technology for your property: [1-888-563-4363](tel:1-888-563-4363) | sales@sonifi.com

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CLIENT

San Ramon Marriott

THE GOAL

The San Ramon Marriott hotel features 368 guest rooms and more than 21,000 square feet of conference space. The goals for this DOCSIS installation comprised of updating the obsolete network equipment and the outdated wireless network architecture without rewiring or having extended room outages.

CHALLENGES

This property uses an older iTV system operating on frequencies outside the standard TV band usage requiring the development of a custom frequency filter.

RESULTS

LIMITED DISRUPTIONS

SONIFI avoided major construction and room outages limiting the impact to the guests' Internet access experience.

IMPROVED PERFORMANCE

Putting an AP in each room created better performance for multiple device connections and a better experience for personal mobile device users.

INCREASED GUEST SATISFACTION

The property had 12.7-point increase YOY in guest satisfaction.

CLIENT

Hilton Waikiki Beach on Kuhio

THE GOAL

The Hilton Waikiki Beach on Kuhio hotel features 606 guest rooms and more than 21,000 square feet of conference space. The goals for this DOCSIS installation included creating more reliable and consistent coverage across the property without costly construction or taking rooms out of service.

CHALLENGES

This is a highly-occupied vacation-destination property desiring very limited disruptions to day-to-day operations.

RESULTS

IMPROVED ACCESS

Connectivity increased in the guest rooms, public spaces, and conference center. Guests have quality Wi-Fi service throughout the entire property.

GREATER UPTIME

Reliable DOCSIS 3.0 technology and built-in remote monitoring and management, significantly reduced downtime providing a highly available Internet Service.

INCREASED GUEST SATISFACTION

SALT scores measurably improved post installation.

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CLIENT

Swissôtel Chicago

THE GOAL

Fairmont's Swissôtel Chicago is a four diamond hotel with 661 guest rooms. This DOCSIS installation aimed to bring the quality of guest Internet service up to par with the caliber of the property's other high-end amenities.

CHALLENGES

This property boasts a unique architecture being a triangular glass structure in close proximity to other large city buildings. Angles, large surface areas of glass, and heavy duty metal support beams warranted extra attention in configuring the Wi-Fi network.

RESULTS

RELIABLE GUEST INTERNET SERVICE

Overcame structural challenges and created a reliable, high speed Wi-Fi network for guests.

COST SAVINGS

Provided a reliable network for substantially less cost than the estimates for installing wired APs (not even in every room) which involved major renovation costs for re-cabling.

COMPLETE SERVICE

Upgraded FTG and iTV platforms during DOCSIS installation limiting guest interruptions, providing additional cost savings, and delivering a seamless guest experience.

