



Orchard Scotts Residences Provides Next-Generation Service at Luxury Corporate Residences



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Company Overview: Orchard Scotts Residences

A mere stone's throw away from the glitzy retail and entertainment belt on Orchard road sits Orchard Scotts Residences (1) (OSR) – one of Singapore's premier corporate residences. Owned and managed by Far East Organization, one of Asia's largest real estate companies, the gleaming glass-sheathed tower is a product of a daring design by renowned architect Bernardo Fort-Brescia.

The award-winning development sits on a generous 2.5 ha site – 75 per cent of which is devoted to lush landscaping and top notch amenities such as spa pavilions with built-in massage beds, a temperature-controlled wine cellar, three pools, multiple basketball and tennis courts. Residents at OSR also enjoy one of the largest residential gyms in the country and a 6,000 sq ft playground, and even a Japanese style furo bath.

The Challenge : Elevating Service Standards

Orchard Scotts Residences rises above its competition by catering to the needs and tastes of its discerning, well heeled clientele. To give it the extra edge, the owner and manager of OSR - Far East Organization, opted for a strong technology backbone for the development.

Orchard Scotts Residences' cosmopolitan and jet-setting residents expect to access the Internet at LAN-like speeds, no matter where in the development, be it at the poolside or the spa.

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Customer Profile

ORCHARD:SCOTT'S
RESIDENCES

Company

Far East Hospitality

Location

Singapore

Industry

Hospitality

Products

- WS5100 Wireless Switch
- AP300 Wireless Access Port

Partner

Sigma.3

Application(s)

Wireless access is available across 2.5 hectares of OSR premise, allowing IP phones to be integrated with the wireless environment. Wireless network voice calls between OSR's staff such as chambermaids, receptionist and the engineering department who need to service resident rooms, can be made easily, securely and immediately.

Benefits

- Seamless internet connectivity when users roam around the premise
- Instant and secure voice calls can be made among servicing staff



Orchard Scotts Residences sought a true digital environment, which would provide secure and rich wireless voice and data services to all areas on its premises – including the resident rooms, common areas, and staff areas. Solution requirements included the ability to ensure peak performance for the high-speed Internet access, robust network security, and easy management. The primary users of Orchard Scotts Residences are residents, guests and staff members. While the public network will be used by residents for Internet access, there is a private wireless network to keep front-line staff, who are equipped with wireless phones, informed of residents' needs and to respond to them.

Another priority was to have an easy-to-manage environment. To have multiple access points spanning the area would have been prohibitively expensive in terms of manpower and operating costs to manage them. Hence OSR specifically wanted to have a single management interface that provides end-to-end visibility and control over these access points.

The Solution : A secure and reliable wireless network covering the entire premise

Sigma.3(2), a Motorola partner, proposed and implemented a wireless LAN (WLAN) designed to address the key technical requirements of bandwidth, coverage, security and management, to all the indoor and outdoor locations on OSR's premises. Sigma.3 is a Motorola Authorised Reseller and has expertise in designing and implementing hospitality IT solutions.

The Orchard Scotts Residence WLAN solution is based on the Motorola AP300 Wireless Access Port, integrated with the Motorola WS5100 Wireless Switch that delivers IEEE 802.11a/b/g connectivity and toll-quality voice. The Motorola AP300 Wireless Access Port is a plug-n-play zero-touch configuration access port.

"We decided on Motorola WLAN solution for Orchard Scotts Residence because of its central management capability features and the ease of deployment", said Mr Chow Keng Hai, Senior Manager of Hospitality Operations, Orchard Scotts Residences.

"Motorola has a long wireless history. We decided to go with the wireless switch technology and architecture from the #1 supplier for wireless switches in the world," said Eddie Tang, Managing Director, Sigma.3.

Previous iterations of the WLAN technology meant that each access point was rolled out piecemeal and managed individually, resulting in an ad-hoc wireless network, that leaves one wireless network disconnected from another. Such a network also meant that organizations were unable to easily adopt new applications, technology or upgrades. Security would also be a problem as IT would have a difficult time checking that all the access points are working or when they are hacked into. Finally, it can prove to be frustrating to users when walking between the different range of different access points, there will be a point between switching to the next access point that the connection is momentarily dropped.

The Motorola solution comprises 280 access ports that covers the 2.5 hectares of the OSR premises, managed by five Motorola WS5100 Wireless Switches. Fifty wireless IP phones are integrated with the wireless environment, to leverage the wireless network for voice calls between OSR's staff. These phones are used by operational staff such as chambermaids, receptionist and the engineering department who need to service resident rooms. These phones allow OSR to provide a high level of service as staff is instantly contactable, so that residents' requests can be fulfilled in as short a time as possible.

The Benefits : Full Premise Coverage for Indoors and Outdoors

By deploying the Motorola solution, it has provided a unified view of all the access ports, with a single view of the enterprise-wide wireless network. This single point of management has allowed Sigma.3 to streamline the access ports management, ensuring the latest software versions and necessary security patches are installed. They are also informed when the IP phones are broken or lost.

“The wireless network has been very easy to manage, whether it’s a firmware patch, security improvement, or configuration change based on a technical requirement, Motorola’s infrastructure makes it very easy to make that change across the entire wireless network, while hardly using any of our network or manpower resources,” said Tang.

Remote management of the access ports has allowed Sigma.3 to be highly responsive as they are able to provide support, deploy software, monitor status and troubleshoot in record time as the ability to send configuration files to all access ports eliminated the need for IT personnel to physically configure each device.

Motorola’s WS5100 Wireless Switch is the centre of the wireless network. Based on Motorola’s Wireless Next Generation (Wi-NG) operating system, it provides a comprehensive feature set that offers a high level of security, resiliency, mobility and manageability in such an environment. One of its many useful features is next-generation self-healing. Should there be a power down in an access port, it will be detected and the issue will be reported. The system will then automatically and intelligently adjust the power and channels of the surrounding access ports to compensate. As a result, only the IT staff is aware of issues while residents and staff experience continuity of wireless connection.

Users have also benefited from constant connectivity, where they do not have to reconnect to each access port they encounter, allowing them to stay on their Internet sessions without suffering dropped connections. This is proven useful for the residents and staff who are working on the go.

Using the wireless network for both Internet access and voice calls has meant significant cost-savings for OSR, as they do not have to invest in a separate infrastructure for internal voice calls. Instead of providing its operational staff with mobile phones, the wireless IP phones require just the initial equipment costs.

Now, staff can make secure, ubiquitous calls throughout the premises. The solution allows for instant two-way communication among OSR staff, and to immediately connect with each other.

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit www.motorola.com.



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