



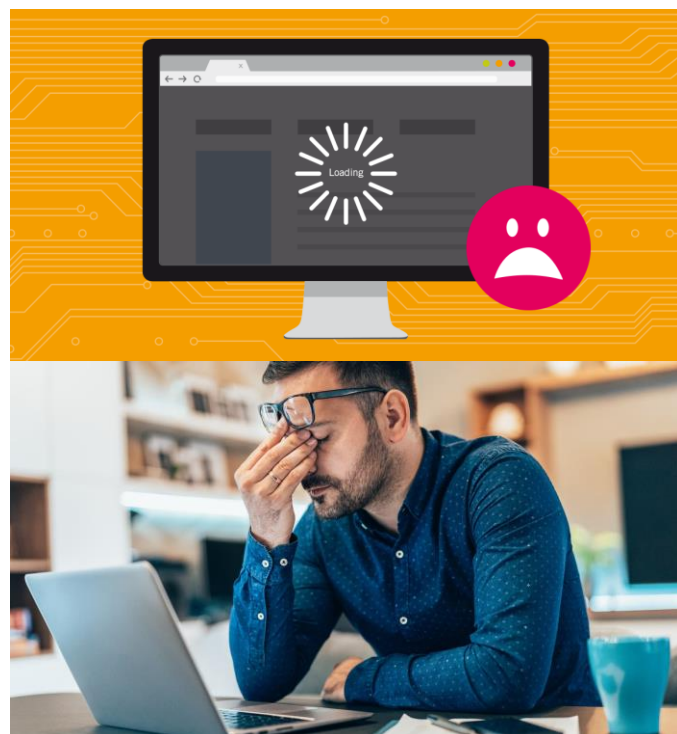
## Enhancing Connectivity in Sedona One Hotel at a Time: A ReadyLinks Success Story

### Introduction

In the heart of Sedona, Arizona, lies a beautiful resort known for its breathtaking views and luxurious accommodations. However, despite its high-end allure, the resort faced a significant challenge that threatened the quality of its guests' experiences: inefficient network infrastructure.











### The Challenge:

The resort's existing DOCSIS Cable modem network was inadequate, struggling with low internet speeds that ranged from 10 Mbps by 2 Mbps down to mere kilobytes, making it impossible to support modern amenities like Chromecast or upgraded access points. The outdated system was not only a technical shortcoming but also a potential deterrent for the sophisticated clientele the resort caters to.



## ReadyLinks' Innovative Solution:

ReadyLinks stepped in with a tailored solution that leveraged the existing copper infrastructure extending to all 91 villas across the resort. Our advanced equipment handled cable lengths of up to 1,600 ft with ease, ensuring that distance was no barrier to delivering superior connectivity. By integrating our 10Gb switch ring and state-of-the-art fan-less ethernet switches, we dramatically enhanced internet speeds—up to 100 times better than before—while also centralizing power control for all property access points.

Product	Mac Address	Name	Port	Distance	Location	Health
	0013ba0c4136	IPC-2TCP-RPF	Ghn1	1181.10 (ft)	Building 55	100%
	0013ba0c40c0	IPC-2TCP-RPF	Ghn2	1177.82 (ft)		100%
	0013ba0c53c0	Building 24	Ghn3	603.67 (ft)		100%
	0013ba0c53c2	Building 14	Ghn5	1062.99 (ft)		100%
	0013ba0c53c7	Building 15	Ghn6	1036.75 (ft)		87%
	0013ba0c5393	Building 16	Ghn7	853.02 (ft)		100%
	0013ba0c53cc	Building 17	Ghn8	846.46 (ft)		100%
	0013ba0c53b1	Building 18	Ghn9	1640.42 (ft)		78%
	0013ba0c53ce	Building 19	Ghn10	715.22 (ft)		100%
	0013ba0c53bb	Building 20	Ghn11	849.74 (ft)		100%

## Impact and Results:

The installation was a game-changer. Not only did it allow the seamless deployment of Chromecast, enhancing the in-room entertainment experience, but it also significantly improved Wi-Fi coverage across the resort. This upgrade has led to increased guest satisfaction, with visitors enjoying uninterrupted connectivity without the inconvenience of extensive construction or environmental disruption.

## Environmental Consideration:

A key aspect of our solution was its eco-friendliness. By optimizing the existing infrastructure, The Resort demonstrated its commitment to environmental conservation, avoiding unnecessary plastic waste that would have resulted from installing new fiber lines. This initiative aligns with the resort's values of luxury without compromising the surrounding natural beauty.

## Conclusion:

ReadyLinks is proud to have delivered a solution that resolved The Resort's connectivity issues and enhanced the overall guest experience. Our innovative approach allowed the resort to maintain its status as a premier destination by providing high-speed, reliable internet access without the need for disruptive infrastructure upgrades. Utilizing the existing copper cables minimized environmental impact and avoided the excessive waste associated with new installations. This project exemplifies how ReadyLinks' technology can significantly impact the hospitality industry by merging luxury with technology and sustainability. Our collaboration with The Resort is a testament to intelligent solutions' potential to preserve high-end resorts' charm and appeal while advancing their technological capabilities. We are committed to continuing our efforts to provide cutting-edge solutions that ensure customer satisfaction and align with eco-friendly practices, setting a new standard in the industry for connectivity solutions that are both powerful and sustainable.

