



## ZeroICT Hotspot - Rural Retreat



### The Challenge:

ZeroICT's customer operates a 12.5 acre rural retreat. The retreat offers a complete getaway for those who desire it. Visitors can camp or stay in remote luxury log cabins with all modern facilities. Some customers whilst enjoying the luxury of "getting away from it all" still required access to phones and or the internet. There is no mobile phone coverage and so the resort owner hired out satellite phone and broadband equipment to guests. The cost of this service was prohibitive and the owners felt they were losing some business by not providing telephone and internet services. ZeroICT was engaged to find a solution.

### The Solution:

ZeroICT consultants worked with the owners to identify the locations of the cabins and camp areas. They then engaged with guests to discuss their requirements and identify potential solutions.







ZeroICT evaluated two options to provide connectivity across the site. The first option was to cable a standard ethernet LAN socket and Telephone line to each log cabin to provide Telephone and Internet facilities to high-spend guests. Whilst this met the basic requirements of the brief, the cabling costs were expensive, it required a billing system for guest internet and telephone usage, had a 3 + month install time involving earthworks and did not provide coverage to guests that were camping.

The second option was to install a series of Solar Powered ZeroICT Hotspots throughout the site to provide 98% coverage across the whole 12.5 Acres.

After a demonstration of the capabilities of the service, the client commissioned the ZeroICT Hotspot solution. ZeroICT engineers completed the installation in 4 days and provided 98%+ coverage across the resort for approximately 1/5 of the cost of a basic wired solution to each cabin.

The resorts owner receives additional advertising on our ZeroICT Hotspot location page and continues to report an increase in guest numbers. All support is completed remotely and each year a ZeroICT technician returns to inspect and maintain each access point. Customers each receive an allowance of free internet per day, should they require more they have the option to purchase additional bandwidth online. For a telephone service, guests utilise VoIP providers over the internet and the resort now provides complimentary USB VoIP phones to all guests.

### The Benefits:

-  No upfront installation costs.
-  Excellent coverage to all areas of the 50,000m<sup>2</sup> site.
-  No ongoing carbon emissions as all external access points utilised Solar Power.
-  Quality of Service to deliver VoIP calls.
-  24 x 7 x 365 support for all guests via ZeroICT support hotline.
-  Increased guest numbers and additional revenue streams from premium web access plans.



Call us now to arrange your FREE ZeroICT Hotspot trial!