



ReiverNet checks in with AscenLink® the Intelligent WAN Load Balancer

● Company Profile

ReiverNet is a Privately Owned Australasian company focused on providing a premium, fully managed Guest Broadband service to the hospitality industry. As Australasia's leading provider, their service is deployed in over 14,000 Guest Rooms across 90 leading 4 & 5-star hotels in over 26 cities. ReiverNet is the Preferred Supplier to six Hotel Groups across Australia and New Zealand.

● Challenges

ReiverNet was looking for a cost effective solution to increase the data allowance and bandwidth at the Holiday Inn Melbourne for their guests without significantly increasing the supply costs. ReiverNet was also seeking a solution which could handle temporary and segregated up-grades of bandwidth with forethought to the approaching Commonwealth Games in 2006.

The Challenge: Eliminating the cost of excess bandwidth charges

The Holiday Inn had a single Internet connection for guest use. Whilst the bandwidth was sufficient for the number of simultaneous guest connections the line had a monthly data cap which was consistently exceeded resulting in excess bandwidth charges.

"We wanted a solution that would allow us to cost effectively increase the monthly data allowance without complicating our current cost structures or business plans. Our ISP could provide more bandwidth on a different plan. However, as the size of the pipe increased, the included data often decreased. With the AscenLink product we simply added a second connection to our network and as a result doubled our data allowance and bandwidth. The AscenLink device intelligently load balances the traffic across the two links. We also have the flexibility of adding another link at anytime without any network downtime. The link doesn't need to be the same size or type or from the same ISP" said David Stallworthy, General Manager for ReiverNet.

● Why AscenLink

After evaluating a number of options ReiverNet chose the AscenLink solution because:

- 1 AscenLink's intelligent load-balancing of out going as well as incoming traffic allows ReiverNet to add a second line thereby doubling the monthly data allowance and guest connection speed at a minimal additional monthly cost
- 2 The AscenLink unit could be implemented with out the need for ReiverNet to change any of its standard network environment
- 3 AscenLink's load balancing, QoS and fault tolerance features will improve the performance and reliability of the Holiday Inn's Internet connection
- 4 The multi-homing feature will provide fail-over between the two Internet





connections, particularly if each connection is via a different ISP

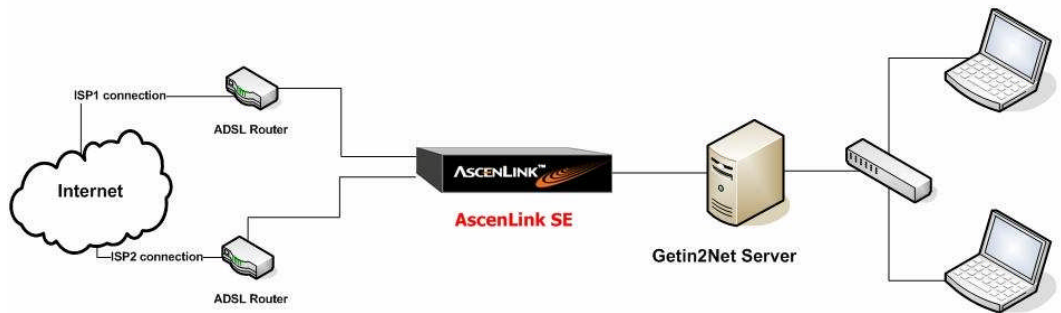
- 5 The AscenLink unit gives ReiverNet the flexibility to add another Internet connection at any time. The new connection need not be the same size or the same type (DSL, ADSL, SHDSL, Leased Line etc) or from the same ISP

Comment from the Holiday Inn Melbourne
“At the Holiday Inn Melbourne, we consistently strive to provide our guests with the highest standard of service and the best facilities. High-speed Internet access is a staple for all businesspeople, and the discerning leisure traveller. Together with ReiverNet, we offer dependable high-speed Internet access which thanks to the installation of the AscenLink unit is now even better,” said Scott Williams, Executive Assistant Manager.

● **Solution**

After carefully analysing the situation at the Holiday Inn Melbourne and consulting with Dovetail Distribution, the Australian distributor of AscenLink, ReiverNet decided on the AscenLink SE model. This model supports 3 separate connections with a maximum bandwidth of 10Mb easily supporting ReiverNet’s plan to add more bandwidth in the future.

Network Diagram



● **Return on Investment**

By incorporating the AscenLink SE model into its network at the Holiday Inn Melbourne, ReiverNet was able to successfully meet its challenges.

By using AscenLink to aggregate two Internet connections ReiverNet has cost-effectively doubled its data allowance and the bandwidth available for guests whilst eliminating the cost of excess bandwidth charges. This saving alone will mean that the investment in the AscenLink unit is recovered in less than four months.

