

## The Telkonet iWire System™

### Holiday Inn Express, Wheeling, West Virginia



Type of building	Hotel
Location	Wheeling, West Virginia
Year built	1974
Number of buildings	1 building
Number of floors	2 floors
Number of rooms	115 rooms
Telkonet installation date	April 2004

#### Challenge

Find an alternative to wireless high-speed Internet access, enabling guests to easily connect to the Internet and stay connected.

The hotel management at the Holiday Inn Express in Wheeling, West Virginia, knew they needed to provide their guests with high-speed Internet access (HSIA) to retain their market share and to attract new hotel guests. This was further reinforced when they heard that a new, large Cabela's store and distribution facility was being built across the street from their hotel, and if they offered HSIA, then Cabela's employees would agree to stay at the Holiday Inn Express for a few months, generating significant revenue for the hotel.

Hotel management wanted to find an alternative to wireless Internet access, as they had installed WiFi at other properties and experienced problems with this technology. Jim Baish, Director of Operations of five hotels, including the Holiday Inn Express, elaborated, "Hotel guests often had problems getting connected to the Internet with wireless; not every laptop was equipped for wireless with a wireless access card or a wireless bridge, and the system had to be rebooted all the time."

#### Solution

The Telkonet iWire System delivered a simple plug-and-play solution, providing consistent and reliable Internet connectivity.

While searching for a HSIA alternate solution, hotel management came across Telkonet, which offered them the best of both worlds: the reliability of a wired system and the flexibility of a wireless system. The Telkonet iWire System uses powerline communications (PLC) technology to deliver HSIA within a building using the building's existing electrical wiring, converting every power outlet to a high-speed data network. Hotel management determined that Telkonet's iWire System was the right solution for them after talking to other hotels that were using this system.

Telkonet's subscription pricing model was an affordable solution. For a low monthly fee, plus an electrician's one-time fee, their entire hotel would be Internet-enabled, with Internet access at every outlet throughout the hotel, without any new construction, wiring, or disruption to hotel guests. Based on these findings, hotel management decided to implement Telkonet's iWire System in the Holiday Inn Express.

Jim found the installation process to be, in his words, "a piece of cake." From start to finish, the installation was completed in less than a month, including time to get a T1 line, which was the most time-consuming part. "We simply contacted the electrician to install part of the system, which

took a couple of days. Then, Telkonet came and installed the rest of the system within two days. It was all done behind the scenes – we didn't even know the system was being installed. No one was inconvenienced or even noticed." Because of the quick HSIA installation, the Holiday Inn Express secured the hotel business from the employees at the nearby Cabela's retail store.

According to Jim, hotel guests are enjoying their new HSIA system. Jim commented, "I just love these Telkonet iBridges™. Guests simply plug their laptops into the Telkonet iBridge and into an electrical outlet and they have Internet access. It is really that easy." The portability of the Telkonet iBridges is convenient to hotel staff and guests alike. Guests can be seen checking email in our breakfast room, in the meeting rooms, the guest rooms, and, on occasion, in our lobby area.

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Jim Baish, Operations Director  
Holiday Inn Express

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The Holiday Inn Express is located on an Interstate, so when people saw their sign saying that they now offered HSIA, they gained loyal customers. The hotel has a number of new guests who have selected their hotel simply because of the HSIA, and all are now return guests. Their existing customers have also expressed appreciation for the new amenity.

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[www.telkonet.com](http://www.telkonet.com)

**Telkonet Headquarters**

20374 Seneca Meadows Parkway  
Germantown, Maryland 20876.7004 U.S.A.  
international@telkonet.com

Phone: 240.912.1800  
Toll-Free: 866.375.6276  
Fax: 240.912.1839