

# NORDIC HOTEL FORUM

RUCKUS Wi-Fi and HotelBuddy guest technology make your stay even better



Situated in the heart of Tallinn, the Nordic Hotel Forum stands as a modern, four-star superior business and conference hotel, nestled on the edge of the picturesque Tallinn Old Town, a UNESCO World Heritage site. This hotel is a hub of activity, boasting 258 guest rooms, two restaurants, a leisure center, and a conference center strategically located on the second floor. The conference center is equipped with seven multifunctional conference and meeting halls, all fitted with cutting-edge technical equipment—making it an ideal venue for meetings, conferences, press briefings, corporate events, and even weddings.



## Requirements

- A fully self-service guest solution
- Simplify guest journey
- Network open stack with APIs to integrate IoT capabilities
- Increase hotel productivity
- Flexible, future-proof Wi-Fi® network
- Network performance visibility



## Solution

- RUCKUS® access points (APs)
- RUCKUS ICX® switches
- RUCKUS IoT controller
- RUCKUS AI™
- RUCKUS SmartZone™
- HotelBuddy platform



## Key outcomes

- Guests' time savings
- Network ready for growing and including new services and IoT devices
- Resources focus on what truly matters
- Automated paperwork
- Services access security
- Upselling improvement
- Future-proof technology

The Nordic Hotel Forum is not just about luxury and convenience; it's also about sustainability. The hotel operates in a building that has the distinction of being the first in Estonia to be certified with the international sustainability and real estate quality mark, BREEAM In-Use. This demonstrates their commitment to sustainable practices and quality standards.

Adding a unique touch to the hotel, the roof of the Nordic Hotel Forum is home to six charming orange-colored beehives. These hives house more than 360,000 industrious city bees that buzz with activity in the heart of summer. This is a testament to the hotel's commitment to sustainability and its efforts to contribute to the local ecosystem.

## Challenges

"In recent years, we've encountered numerous challenges, prompting us to explore technology solutions to enhance our daily operations. We were keen on incorporating contactless technology into our hotel," shares Feliks Mägi, co-owner of Nordic Hotel Forum.

"When the Nordic Hotel Forum approached us with this need, we realized that we could provide a technical solution to this problem. As the only RUCKUS Elite Partner in the Baltics, we're proud to offer top-tier technology that elevates both the guest experience and hotel operations," says Hannes Mulla, founder of HotelBuddy and ProIT.

One of the hospitality industry's primary challenge is to ensure a comfortable and seamless experience for guests. This necessitates the adoption of new technologies and applications that enhance the guest journey and boost business efficiency. This is why the Nordic Hotel Forum, a guest self-service technology developed by HotelBuddy Technology OÜ.



"Our HotelBuddy platform offers a comprehensive digital guest journey solution with a hardware component that can be installed on any electronic door lock, regardless of the manufacturer. This enables hotel guests to enjoy a seamless experience from check-in to check-out without the need for interaction with hotel staff," explains Hannes Mulla.

To effectively operate HotelBuddy, a robust and reliable Wi-Fi network is essential. The Nordic Hotel Forum needed to provide each guest with their own secure virtual network connection, enhancing personal attention and increasing revenue. These goals can only be achieved by ensuring efficient business operations, which involves eliminating non-value-added tasks, particularly paperwork, from the staff's workload.

"We are industry leaders in the hospitality and IT sector, with over two decades of experience providing hotels with complete turnkey solutions. These include integrating legacy equipment with new technology and applications,

as well as maintenance support. Our company has been awarded RUCKUS Hospitality T1 Partner status. Thanks to our Elite and Hospitality Partner status, we can guarantee our customers the best price and the highest quality support service," says Hannes Mulla.

One of the hotel's key requirements was to have digital room keys for guest access on their phones, necessitating an IoT-ready network. Another critical requirement from the guest's perspective is access to their personal media content. Guests expect this to be available on their room TV in the same way it is at home.

## Digitalizing the guest journey

At Nordic Hotel Forum, a full-stack RUCKUS solution is deployed including RUCKUS APs, RUCKUS ICX switches, RUCKUS IoT controller, RUCKUS AI, and RUCKUS SmartZone.

The new RUCKUS solution offers the network infrastructure needed to support the 100% web-based HotelBuddy self-service solution in a secure and reliable environment. Through a smart device, guests can



access to the following features and advantages: Guests can check in, pay for additional hotel services, and open their hotel room doors—creating a frictionless arrival experience.

Online check-in allows guests to complete their registration form, sending their data directly to the hotel's PMS and avoiding human data entry errors. In addition, they can unlock their room using a mobile key, request additional services, pay for services, and communicate with the hotel reception.

Thanks to the HotelBuddy door lock module, each door lock is integrated into the network as an IoT endpoint, rather than functioning as a standalone device. The connected lock transmits and receives data via an IoT-enabled RUCKUS AP, which is then linked to the RUCKUS IoT controller—becoming free of failures. These IoT modules are radio or radio-and-sensor devices that connect to a RUCKUS IoT-ready AP, enabling endpoint connectivity based on standards such as Bluetooth Low Energy (BLE), ZigBee, and LoRa2314.

Guests, particularly families with children, greatly appreciate the ability to access their personal content via the hotel television, providing a comforting

touch of home while traveling. To cater to this need, the hotel Wi-Fi network now supports Chromecast, enabling guests to stream their preferred content in a simple and secure manner.

This is made possible through RUCKUS patented Dynamic PSK™ (pre-shared keys) (DPSK) technology. DPSK enhances network security by assigning unique encryption keys to each user or device, eliminating the risk of unauthorized access common with shared PSKs. This means guests can enjoy their personal content securely, without worrying about potential breaches.

Furthermore, DPSK technology simplifies the connection process, as users can self-serve or receive unique Wi-Fi passwords from administrators. This not only enhances the guest experience but also allows administrators to control access levels and remove individual users without affecting others.

### Optimizing guest resources and business operations

“Thanks to digitalizing business operations, the hotel benefits from many angles: HotelBuddy greatly diminishes the reception staff's administrative workload, freeing up their time to offer a more personalized and attentive

customer service. This enables effective upselling and additional revenue focus,” says Hannes Mulla.

Consistent room upgrades and supplementary services can be proposed to each guest, given that the technology delivers the same level of service every time.

At the same time, switching from paperwork to a digital platform reinforces the Nordic Hotel Forum sustainability principles of going paperless and plastic free.

RUCKUS AI is also a game-changer for Nordic Hotel Forum. It uses AI to optimize network performance, predict potential issues, and provide actionable insights. This leads to improved connectivity, proactive network management, and enhanced guest satisfaction. Plus, it aids in making data-driven decisions for network upgrades, ensuring a superior digital experience for guests.

### A win-win solution for Hotel Forum and their guests

“The project has been successfully developed thanks to ProIT and RUCKUS Networks experts' teams working together to archive hotel requirements. RUCKUS Networks' future proof Wi-Fi infrastructure paired with HotelBuddy technology will enable us to focus on what truly matters: Continue improving guests' experience, increasing revenue, and progressing our business transformation journey,” shares Feliks Mägius, co-owner of Nordic Hotel Forum.

## Nordic Hotel Forum

The Nordic Hotel Forum is a modern four-star superior business and conference hotel in the very heart of Tallinn, at a prominent location on the edge of the picturesque Tallinn Old Town, a UNESCO World Heritage site. Thinking of everything, taking care of the smallest detail, being an invisible presence ready to fulfill your every wish, even those you have not yet had a chance to express. The hotel operates on the principle of sustainability. Its building has become the first hotel in Estonia to be certified with the international sustainability and real estate quality mark, BREEAM In-Use.

[www.nordichotels.eu/en](http://www.nordichotels.eu/en)



## Pro IT

PRO IT OÜ was founded in 2008, and their main business areas are IT maintenance services, hosting services, IT management services, and networking services. They are a RUCKUS Elite Partner based in Estonia.

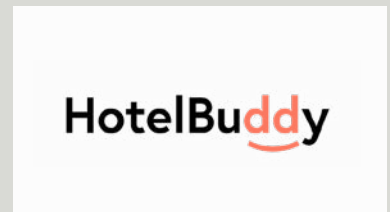
[www.proit.ee](http://www.proit.ee)



## Hotelbuddy Technology OÜ

Hotelbuddy Technology OÜ was founded in 2020. Hotelbuddy is their cloud-based software designed to help hotels digitalize their customer journey and make all hotel services accessible from guests' mobile devices. Hotelbuddy can help with less queues at the reception, more room upsells and extra sales and personalized customer service.

[www.hotelbuddy.eu](http://www.hotelbuddy.eu)



## RUCKUS Networks

RUCKUS Networks designs and builds truly purpose-driven network infrastructure that meets the strictest requirements of all kinds of enterprise environments. Together with our dedicated go-to-market partners, we enable customers to deliver exceptional network experiences, making RUCKUS Networks one of the most trusted brands in the business—a loyal companion ready to help get the job done, whatever it takes.

RUCKUS Networks is backed by the corporate resources of CommScope, which powers many of the world's most advanced networks.

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



## About RUCKUS Networks

RUCKUS Networks builds and delivers purpose-driven networks that perform in the demanding environments of the industries we serve. Together with our network of trusted go-to-market partners, we empower our customers to deliver exceptional experiences to the guests, students, residents, citizens and employees who count on them.

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

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