



Rotana Case Study

Rotana Faced a Common Wi-Fi Challenge — And Found a Smart Way Out.

How ONEspeed by at-visions helped 68+ hotels say goodbye to guest Wi-Fi complaints.

The Background



When guests check into a hotel, they expect two things to work without effort: shower and Wi-Fi. Rotana had the first one covered, and with more than **68 properties** across regions, they were already known for delivering high-quality hospitality.

But internet service? That's a different kind of challenge.

With varying infrastructure across locations, ensuring consistently strong and smooth connectivity wasn't always easy. Some guests experienced slow speeds or dropouts in certain areas, and login journeys didn't always feel as seamless as the rest of their stay. Meanwhile, staff occasionally had to assist with connection issues — time that could be better spent elsewhere.

It wasn't a major problem, but Rotana saw the opportunity: **improve the guest Wi-Fi experience and raise satisfaction even further.**

What Wasn't Working

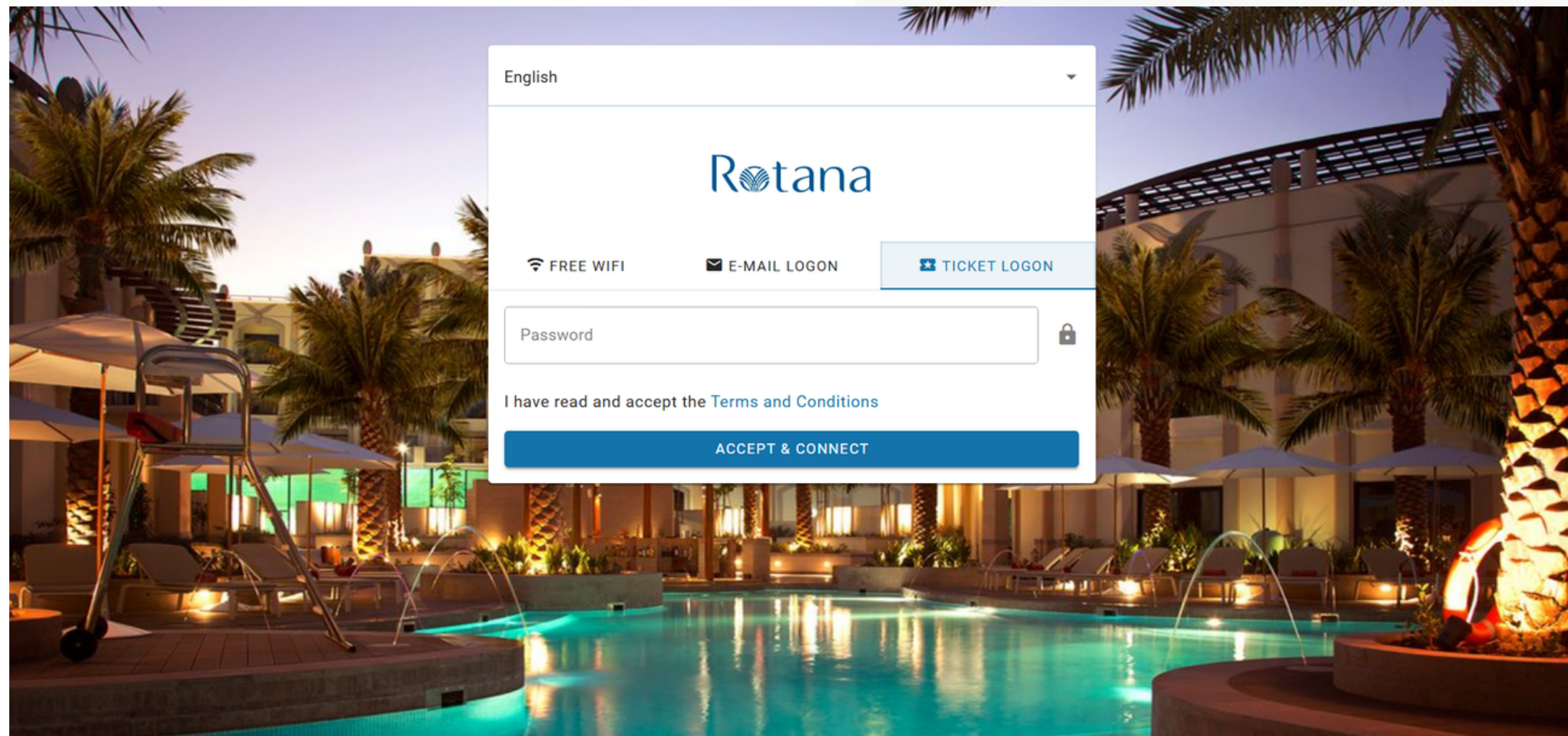
- ❌ Guests had to reconnect multiple times a day
- ❌ Hotel staff often had to assist with Wi-Fi questions
- ❌ Speed varied from room to room
- ❌ Login pages didn't reflect the Rotana brand
- ❌ Corporate IT couldn't manage properties centrally



What They Wanted



A **reliable, brand-consistent** internet experience that worked for everyone — from a business traveller checking emails in the lounge, to a family streaming Netflix in their suite. All without adding headaches for hotel staff.





The Turning Point

That's when Rotana partnered with at-visions, bringing in ONESpeed, our **HSIA (High-Speed Internet Access) platform**, to upgrade their connectivity from the ground up.

This wasn't just a new internet provider. It was a thoughtful upgrade, aligning internet service with Rotana's high standards for guest experience.

English ▾

Rotana

Quick Connect Register Ac >

Seamless Global Access Connection

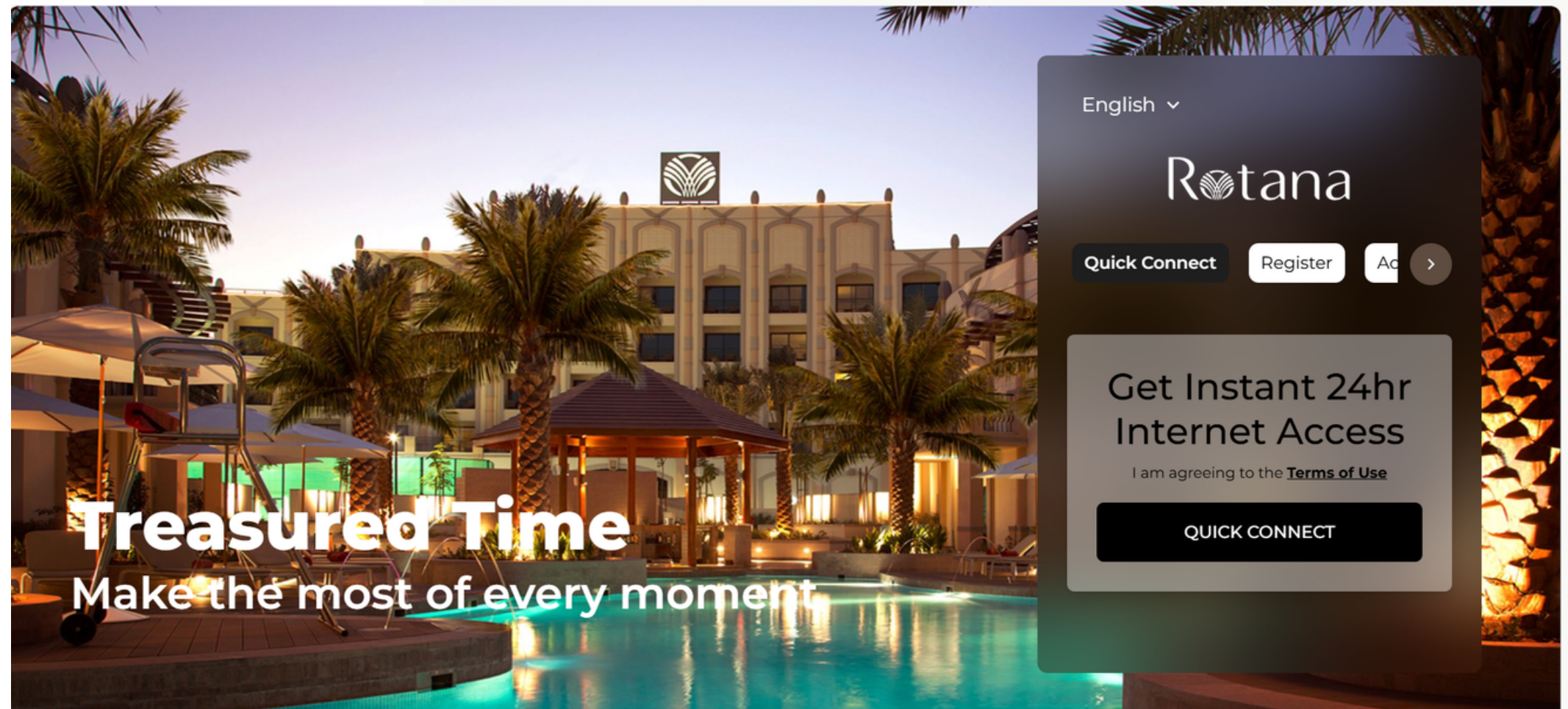
First Name

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What ONEspeed Delivered

- ✓ **Dedicated in-room access points**
No more signal drops, even at full occupancy.
- ✓ **Clear, branded login flows**
No confusion, no frustration.
- ✓ **Flexible tiers**
Based on location, audience, and hotel class.
- ✓ **Centralised cloud control**
IT now manages everything in one place.
- ✓ **Added Chromecast support**
Guests stream, staff don't have to lift a finger.

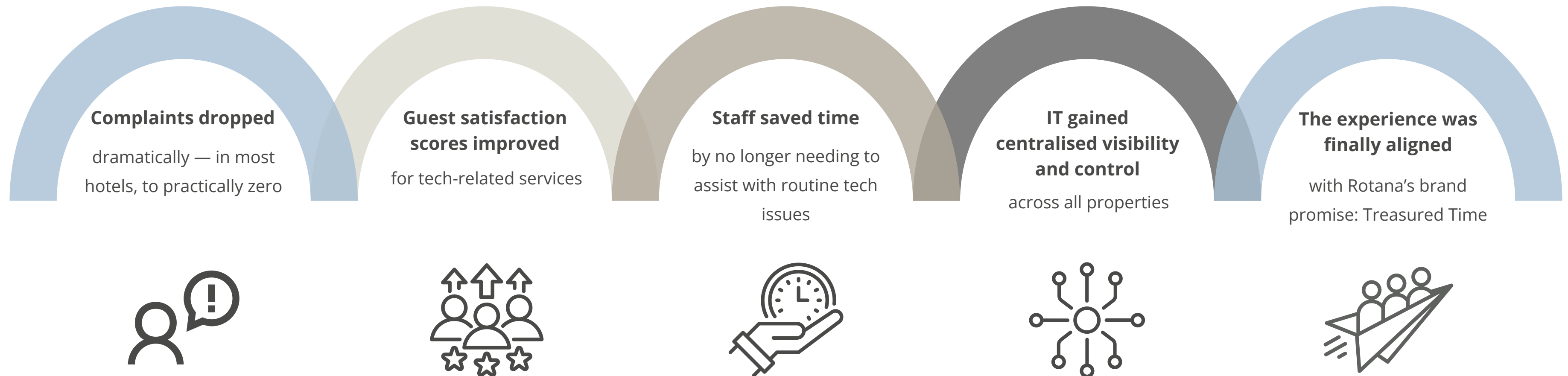


The rollout was smooth, keeping guests connected without any disruption.

The Outcome



In less than a year, over 68 Rotana properties were fully upgraded with ONEspeed. What changed?

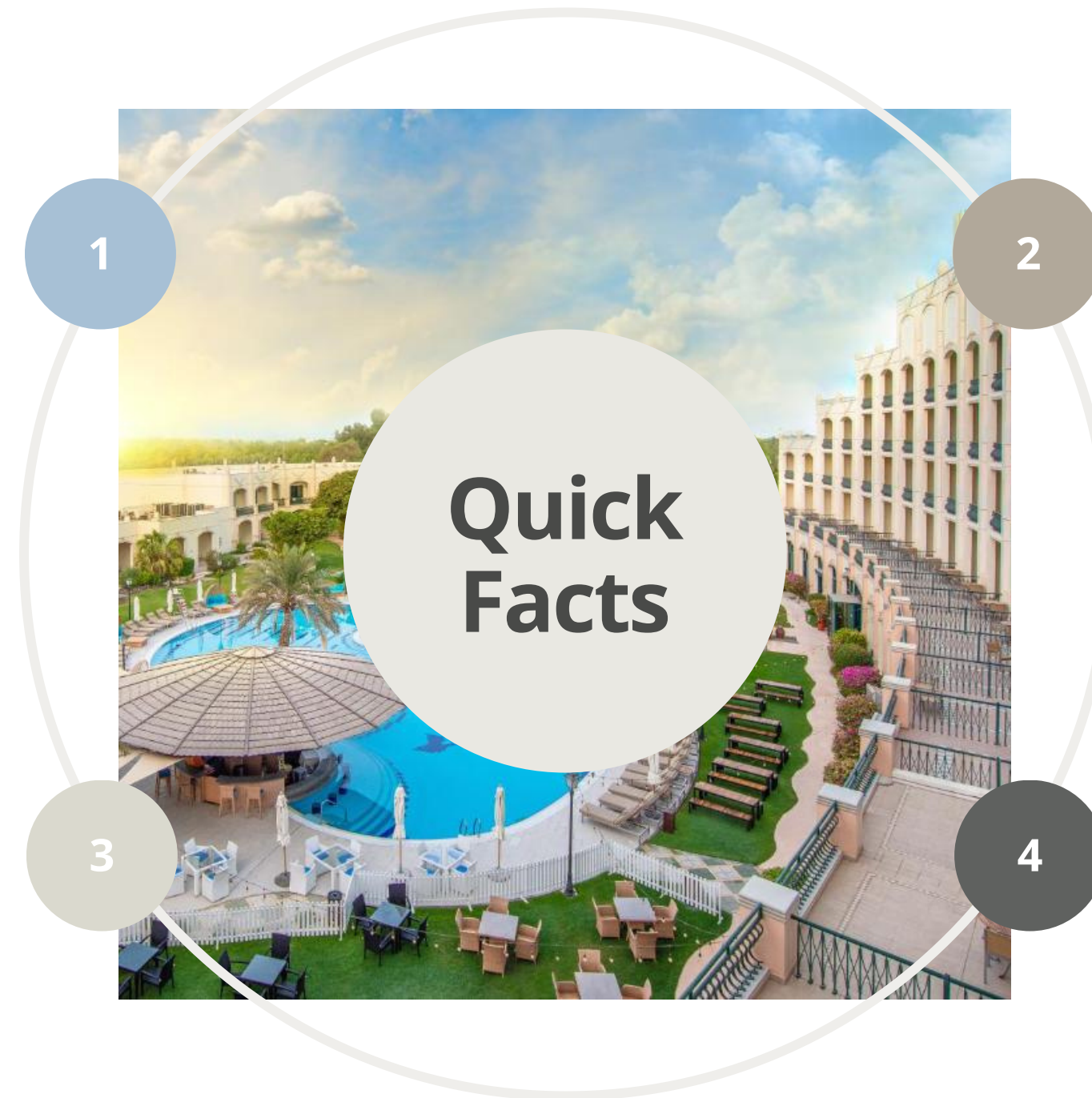


ONEspeed doesn't try to be flashy. It does the job — cleanly, quietly, and reliably. Just like good hospitality. And that's exactly what Rotana was looking for.



Deployed in:
68+ Rotana properties across the
Middle East

Technology mix:
Ruckus, Cisco, Aruba — ONEspeed
works with all



Integrated with:
PMS, voucher systems, and in-room
casting

Secure:
Content filtering, usage tracking,
and compliance built in

www.at-visions.com



A Note from at-visions

When we talk to hotel groups, Wi-Fi is often seen as just another tech checkbox. But the truth is, **it shapes first impressions, guest satisfaction, and even how likely someone is to book again.**

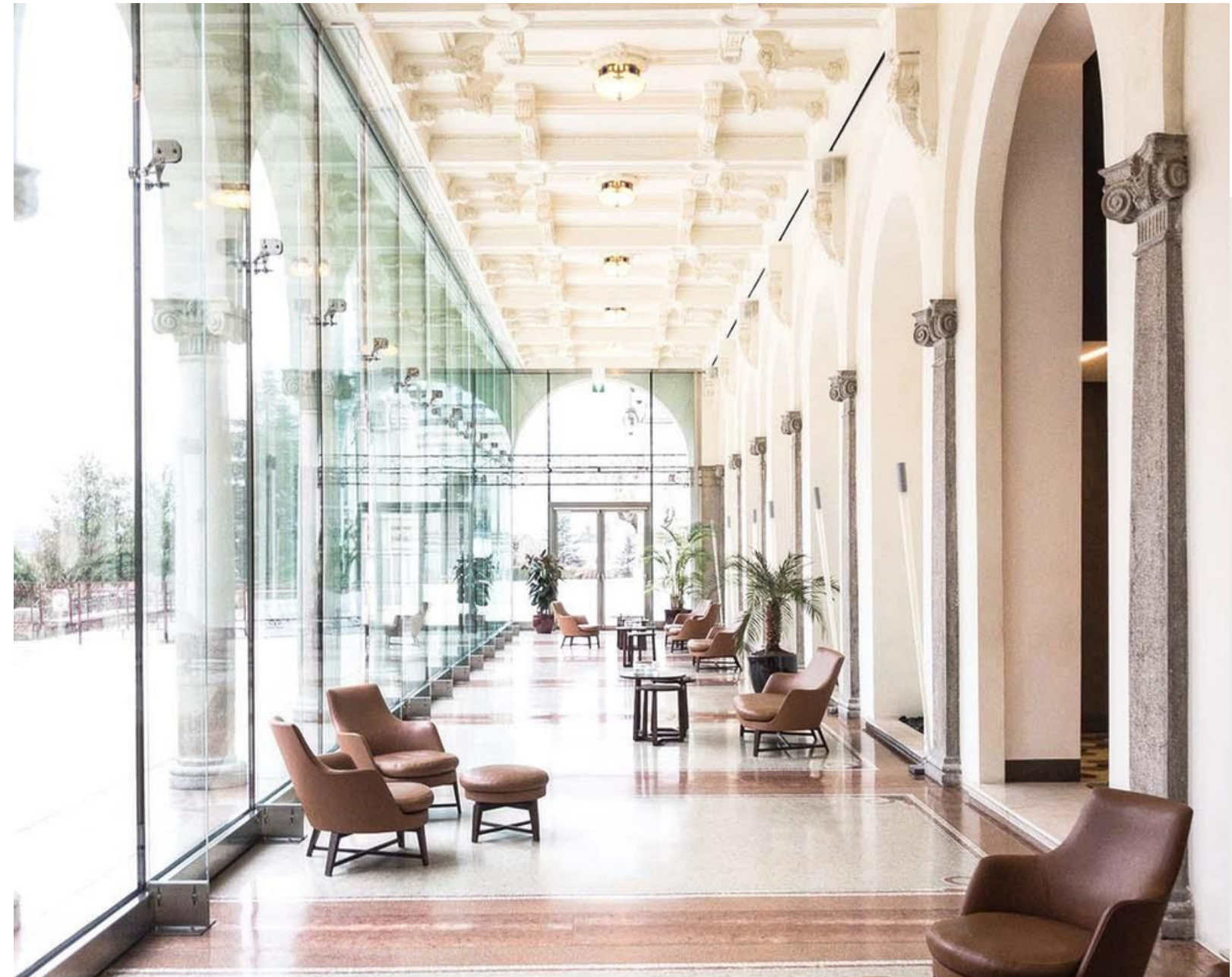
Rotana understood that. And with ONEspeed, they turned a quiet pain point into a competitive edge.



About at-visions

At at-visions, we specialise in developing cutting-edge guest technologies for the global hotel industry. Our comprehensive solutions remove friction, enhance ancillary revenue and enable unparalleled hospitality experiences tailored to each brand's identity. **As your single point of contact for digital transformation, we bring deep expertise in IPTV & streaming, network & Wi-Fi, digital signage, mobile web apps and check-in/out solutions.**

All of our technology is developed and supported 24/7 in-house. Our innovative solutions are trusted by prestigious hotel chains including Accor, IHG, Rosewood, Kempinski and One & Only.



Thank
You!

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