From Dead Zones to Digital Oasis: The Gale South Beach Hotel's CBRS-Powered Transformation to Flawless Cellular Coverage

"South Beach's most iconic hotel"- Nestled in the heart of Miami's vibrant South Beach district, the Gale South Beach is a prestigious property with 87 comfortable, top-line rooms in a fanciful Art Deco setting. The Gale prides itself on providing top-tier amenities to cater to the discerning tastes of its guests.

However, like many upscale establishments, the Gale faced a common yet critical challenge in today's digital age: providing seamless connectivity throughout its premises. In an era where guests expect flawless internet access as a basic amenity, many hotels struggle to deliver consistent cellular coverage, especially in areas with complex architectural features or dense building materials.

The Gale South Beach Hotel recognized that it needed to address this connectivity issue head-on to maintain its competitive edge and continue offering a superior guest experience. The solution would need to cover not just guest rooms but all facilities, including restaurants, bars, and outdoor areas, ensuring that guests could stay connected whether relaxing in their suites or enjoying a cocktail by the pool.

Challenge

The Gale South Beach Hotel, despite its luxurious offerings and prime location, grappled with several specific challenges related to cellular connectivity:

With a diverse clientele using various mobile carriers, the hotel struggled to ensure consistent coverage for all.

In an era where seamless connectivity is a basic expectation, intermittent cellular service may lead to negative reviews and potential loss of repeat business.

Previous attempts to address these issues through conventional means, such as with repeaters, proved inadequate.

Inconsistent coverage raised serious issues about guests' ability to contact emergency services from all areas of the property, a critical safety consideration.

As rival luxury hotels in Miami Beach invested in advanced connectivity solutions, the Gale risked losing its competitive edge in a market where technological amenities are increasingly differentiators.

The hotel needed a comprehensive, scalable solution that could address these challenges.

Solution

The Gale South Beach Hotel found its answer in a solution centered around Citizens Broadband Radio Service (CBRS) with Neutral Host Network (NHN) technology. This innovative approach addresses the complex challenges of in-building public cellular connectivity using a shared infrastructure supporting multiple mobile network operators. CBRS-based NHNs provide cost-effective deployments, carrier-agnostic coverage, scalability, and an improved guest experience.

InfiniG's innovative Mobile Coverage as a Service (MCaaS) leverages this power to provide a complete approach to in-building cellular coverage.

InfiniG's MCaaS: Harnessing CBRS Power

A strategic collaboration of industry leaders is at the core of the Gale South Beach Hotel's connectivity revolution.

Airspan: Provided advanced Radio Access Network (RAN) technology optimized for CBRS deployments, ensuring comprehensive coverage throughout the property.

Druid Software: Contributed their Raemis Multi-Operator Core Network (MOCN) Gateways, enabling seamless integration with AT&T and T-Mobile networks. This technology allows guests to connect automatically to their preferred mobile network, regardless of their carrier.

InfiniG: As the solution architect, InfiniG integrated these best-in-class technologies into their comprehensive MCaaS solution, orchestrating a holistic system that met and exceeded the Gale South Beach Hotel's connectivity requirements.

This innovative approach leverages CBRS technology to create a seamless cellular experience throughout the property.

Key Features Include

Minimal On-Site Hardware: The InfiniG On-Ramp, comprising strategically placed CBRS devices (CBSDs), is the only physical equipment required on the premises. This streamlined setup ensures comprehensive coverage while minimizing installation disruption.

Cloud-Native Architecture: All core network functions, management, and optimization tools operate from the cloud. This approach significantly reduces on-site equipment needs and simplifies ongoing maintenance.

With the addition of the CBRS-based neutral host network, guests at the Gale Hotel have seen their phones jump from one bar to four bars, and their download speeds multiply by a factor of five.

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"The implementation of InfiniG's CBRS-based MCaaS solution has significantly enhanced our guests' experience at the Gale South Beach Hotel. We've seen a marked improvement in guest satisfaction scores related to connectivity. The seamless coverage throughout our facilities, from guest rooms to our restaurants and outdoors, has not only resolved our immediate connectivity challenges but has also positioned us well for future technological advancements."

Seth Wasserman
Vice President, Information Technology at Gale Hospitality Group.

Intelligent Network Management: InfiniG's Cloud Service continuously monitors and optimizes the network's real-time performance. It dynamically adjusts to maintain peak efficiency, even during high-demand periods, and provides operational reports to building owners.

Rapid Deployment and Scalability: The cloud-based nature of the service allows for quick implementation—typically within weeks—and easy scalability without extensive on site modifications.

Cost-Effective Design: The system is built to address even small buildings at a fraction of the cost of DAS solutions.

Key Benefits of the CBRS-Powered Solution

Guests automatically connect to their preferred mobile network without manual intervention.

Reliable in-building coverage ensures guests can make emergency 911 calls anywhere on the property.

The CBRS network delivers uniform, high-quality cellular service across all areas of the hotel, eliminating dead zones.

The shared infrastructure model of CBRS significantly reduces the cost per square foot of coverage compared to traditional solutions.

Conclusion

The Gale South Beach Hotel's adoption of CBRS technology for a neutral host network represents an important moment in hospitality customer service. By leveraging the 3.5 GHz band, the Gale has resolved its immediate connectivity challenges and positioned itself well for the future.

This implementation demonstrates that CBRS is more than just a solution to a singular problem; it's a foundational technology capable of supporting the evolving demands of modern travelers and smart building management. With the CBRS-based infrastructure in place, the Gale South Beach Hotel is well-positioned to add private network functionality in a straightforward process. This capability could open up new possibilities for enhanced guest services, improved operational efficiency, and advanced IoT applications throughout the property.

As the hospitality industry evolves, the integration of technologies like CBRS will likely become a key differentiator. The Gale's experience illustrates that investing in innovative connectivity solutions is about setting new standards for guest experiences.

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