BAHA MAR DELIVERS LUXURY RESORT EXPERIENCES WITH ELEGANTLY SIMPLE JUNIPER NETWORK

Summary

Company:
Baha Mar

Industry:
Hospitality

Business Challenges:
Deliver spectacular guest services to luxury seeking clientele at three hotel brands within this Caribbean destination resort.

Technology Solution:
- *QFX5100 Ethernet Switch*
- *EX4550, EX4300, and EX2200 Ethernet Switches*
- *SRX5800 Services Gateway*
- *Junos Space Network Management Platform, including Network Director and Security Director*
- *Professional Services*

Business Results:
- *Enabled operations for three luxury hotel brands, best-in-class spa, and largest Caribbean casino on a multitenant infrastructure*
- *Ensured exceptional experience for guests as they move to and from casino, pools, spas, and rooms*
- *Protected casino, physical security, financial data, store transactions, and guest privacy*

International travelers have a new 1000-acre destination resort to visit in the Bahamas. Visitors can enjoy one of three top-tier resorts, play the slots at the largest casino in the Caribbean, swim at one of a dozen pools, or enjoy a massage at the spa. Luxury travelers looking for the good life can find it all at Baha Mar, nestled on the beautiful white sands of Cable Beach. The destination resort relies on Juniper networking from the data center to the hotel properties.

Guests started arriving at Baha Mar in 2017, and an elite set of visitors are enjoying the many enticing activities the resort has to offer. Baha Mar developers spent $4.2 billion on the resort, ensuring that every detail provides premium experiences to its sophisticated clientele. With so much at stake, resort owners and investors set high standards for every facet of operations, including the resort network.

A Luxury Guest Experience

"We had huge expectations for our network," says Scott Mc Gannon, senior vice president of IT at Baha Mar. "We were creating a resort that offered more and better services, and the guest and employee experiences require a reliable, flexible network. We expected nothing but the absolute best."

Baha Mar's IT team was tasked with building a single high-performance network that securely served the three independently owned hotel brands: Grand Hyatt, Rosewood Hotels and Resorts, and SLS Hotels.

With so many diverse attractions, the network needed to support the operations of the hotels, restaurants, casino, spa, and golf course. In the casino, the network had to support detailed images from IP security cameras. Point-of-sale transactions also needed to travel the network from the spa, restaurants, poolside bars, and golf course. Alongside that mix of data, the resort's phone system had to be ultra-reliable for guests and staff alike.

"We are extremely happy with how well our Juniper network supports our luxury-first guests and our large staff of employees. Juniper is helping Baha Mar become an international hospitality leader."

- Scott Mc Gannon, senior vice president of IT, Baha Mar

Simplicity Wins

The real estate developer chose Juniper Networks for open, agile, and scalable networking and security for the luxury resort. The Juniper network supports all applications and digital services for 2200 guest rooms, 42 restaurants, a 100,000 square-foot-casino, a 30,000 square foot spa, and a golf course. The resort employs more than 3000 people.

"Juniper offered better network performance and stronger security than the other options," Mc Gannon says. "We were extremely impressed with the idea of having all our brands supported on a shared, segmented network. Juniper offered a simplicity that took away a lot of possible complications."

"We know that a casino is a big target for cybercriminals. Juniper is keeping us safe from both internal and external threats."

- Scott Mc Gannon, senior vice president of IT, Baha Mar

With a Juniper network, Baha Mar could create a multitenant infrastructure to support the secure operations of the three hotel brands. Property management, casino management, finance, and phone calls for each brand are separated on shared infrastructure that spans the hotels and offices across multiple buildings to the data centers.

"We really like the simple, elegant design of a Juniper network," Mc Gannon says.

The Juniper Networks® QFX5100 Ethernet Switch is used for the data center core network, providing high-performance, ultra-reliable connectivity and high port density to support resort operations. A Layer 3 IP fabric securely separates the traffic of each hotel's applications and services. Even with the demands of voice and video across a multitenant environment, the network delivers exceptional performance and reliability.

A Juniper Networks EX4550 Ethernet Switch at each hotel property provides aggregation to the data center. Using Juniper's Virtual Chassis technology, multiple interconnected EX Series Ethernet Switches are able to operate as a single logical device, simplifying operations.

The Juniper Networks EX4300 and EX2200 Ethernet Switches are used for access switching across the hotel premises, providing connectivity for employee devices, point-of-sale systems, slot machines, surveillance cameras, and backhaul connectivity for wireless traffic.

Electricity is expensive in the Bahamas, so the power efficiency of IT equipment was a concern. "Juniper is extremely power efficient, and the switches help us maintain our operational

budgets," Mc Gannon says. "We're able to maintain many more switches in our data center without paying additional costs for heating and cooling."

Junos® Space Network Director is used to manage the network, enabling the IT team to streamline updates and management of the core, edge, and data center networks. The IT staff can also manage, troubleshoot, and support the three resorts' connectivity needs from a single, centralized place. Having a comprehensive view of the network and insight into its activity ensures that guests are never inconvenienced by network downtime, glitches, or poor performance.

Cable Bahamas, a strategic Juniper partner in the region, provides advanced network services to Baha Mar, with its highly reliable fiber securely connecting the hotel property to the United States and beyond.

Lock Out Cyberthreats

Casinos regularly attract hackers, and Baha Mar wanted to protect its finances and guest data at the highest level.

"We know that a casino is a big target for cybercriminals," Mc Gannon says. "Juniper is keeping us safe from both internal and external threats."

To deflect the attacks, the Baha Mar IT team and Juniper Professional Services deployed the Juniper Networks SRX5800 Services Gateway, which provides advanced security and massive scalability to protect an extremely challenging environment. As a next-generation security platform, the SRX5800 provides application security, unified threat management, intrusion prevention system, and integrated threat intelligence services.

The IT team uses Junos Space Security Director to manage security policy across the casino and throughout the resort, giving administrators insight into threats, compromised devices, risky applications, and more.

Sunny Skies Forecast

The network at Baha Mar is built to scale, easily handling technology-driven guest experiences and crowds of gamblers. As the positive reviews pour in, Baha Mar continues to deliver world-class resort experiences to guests from around the world.

"From start to finish, Juniper has done a fantastic job on network design, performance, and flexibility," Mc Gannon says.

"We are extremely happy with how well our Juniper network supports our luxury-first guests and our large staff of employees," he says. "Juniper is helping Baha Mar become an international hospitality leader."

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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