

## CASE STUDY

# ENHANCING GUEST CONNECTIVITY AND SATISFACTION AT NOBU HOTELS WITH WORLDVUE



Nobu Toronto, Canada

## OVERVIEW

Nobu Hotels, renowned for its commitment to luxury and guest satisfaction, recognized the need to meet the growing demand for seamless connectivity and secure networks in today's digital age. Partnering with WorldVue, a leading provider of high-speed internet access (HSIA), video, and connectivity solutions, Nobu Hotels successfully implemented an advanced HSIA service across multiple global locations. This collaboration was further strengthened by a partnership with HPE Aruba Networking, providing Nobu Hotels with robust, secure, and scalable solutions that enhance guest experiences and back-office security.

## CHALLENGES

In modern hospitality, connectivity is a top priority. Over 90% of hotel guests consider Wi-Fi essential during their stay, and luxury hotel brands like Nobu must meet these expectations to maintain high levels of guest satisfaction and loyalty. Nobu Hotels needed a partner capable of designing, implementing, and supporting reliable high-performance networks while ensuring that sensitive data remains secure.



Nobu Barcelona, Spain



Nobu Palo Alto, California



Nobu Toronto, Canada

## SOLUTION

WorldVue, leveraging over 20 years of experience in the industry, was selected as the HSIA service provider for Nobu Hotels. The project entailed deploying WorldVue's robust connectivity solutions at Nobu locations in Barcelona, Spain; Toronto, Canada; Palo Alto, California; and Nobu Ryokan Malibu, California. In collaboration with HPE Aruba Networking, WorldVue provided end-to-end network infrastructure with the following features:

- **Enterprise-Grade, High-Density Access Points:** Providing strong and consistent Wi-Fi signals throughout the properties, ensuring guests can connect effortlessly from anywhere on-site.
- **24/7/365 Cloud Managed Wi-Fi:** WorldVue's cloud management system allows for constant monitoring and support, ensuring minimal downtime and quick troubleshooting if issues arise.
- **Zero Trust Security with ClearPass:** To protect sensitive information and ensure only authorized access, HPE's Zero Trust model, including ClearPass for the back-office networks, was implemented. This approach offered Nobu Hotels a secure, scalable network infrastructure aligned with industry best practices.



Nobu Barcelona, Spain



Nobu Ryokan Malibu, California

## IMPLEMENTATION

WorldVue's team worked closely with Nobu Hospitality's IT leadership to align network configurations with Nobu's unique needs. According to Rodney Linville, Global Head of Information Technology at Nobu Hospitality, WorldVue's approach was characterized by a collaborative spirit and deep technical knowledge. "The WorldVue team is willing to sit down, brainstorm, and map out Nobu's vision, offering multiple options to achieve our goals," Linville remarked. This hands-on approach allowed for a tailored implementation that meets both the current and future demands of Nobu Hotels' global properties.





## RESULTS

The collaboration between WorldVue and Nobu Hotels resulted in a secure, high-performance network that enables seamless connectivity for both guests and staff. Key outcomes include:

- **Improved guest satisfaction:** Enhanced Wi-Fi reliability and speed have elevated the guest experience, catering to the modern traveler's need for instant and secure connectivity.
- **Increased Operational Efficiency:** The deployment of a scalable, cloud-managed network allows for streamlined maintenance and operational oversight.
- **Expanded Global Service Capabilities:** With WorldVue's international offices in the U.S., Canada, Mexico, the UK, the Netherlands, Dubai, Singapore, and Australia, Nobu Hotels benefits from localized support across its global footprint.

## CONCLUSION

Nobu Hotels' partnership with WorldVue highlights the importance of advanced connectivity solutions in the luxury hospitality sector. By deploying WorldVue's HSIA and security features, Nobu Hotels continues to meet and exceed guest expectations, solidifying its reputation for exceptional service. This case study exemplifies how WorldVue's solutions are redefining standards for guest connectivity in the hospitality industry, enabling properties like Nobu to deliver reliable, high-quality experiences.

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*NOBU HOTELS*

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