CASE STUDY

Tarrytown House Estate on the Hudson

When you think of cutting-edge technology and high-stakes financial trading, the beautiful Tarrytown House Estate on the Hudson doesn't come to mind. First built in the early 1800s, Tarrytown House Estate is an elegant throwback to America's Gilded Age. Spread across 26 acres overlooking the Hudson, the resort has 214 guestrooms and 10 Georgian-style suites. Guests are typically not looking for today's fast-paced modern world – they're looking to escape from it!

But that changed for six weeks in the summer of 2021. A leading financial trading firm, with offices in New York, London, Hong Kong, and Amsterdam, booked the entire resort – every single room – in order to train hundreds of new employees. The trainees would live at the resort for six weeks. The firm wanted to set up a modern trading floor where the company could train these new employees by making millions of dollars of actual (not simulated) trades each day.

To accomplish this, Tarrytown House Estate would need to provide an extremely high-performance, high-reliability network. This would require a complete redesign of its in-house network. In addition, the

financial firm required expert network support 24 x 7 for the duration of the 6-week session.

Tarrytown House Estate needed support to meet these requirements and selected Cloud5 to help. "This was a perfect fit for our conference services group," said Marc Vaughn, SVP Operations, Professional Services at Cloud5.

Nested within their recently launched portfolio of Managed IT Services, Cloud5 designed their conference services group to handle complex, time-sensitive projects with exacting technical requirements. Engagements provide an experienced technology

consultant to scope the client's needs before, during and after the event and direct access to Tier 2/3 engineers exclusively assigned to the individual conference. When needed, Cloud5 also provides onsite engineers or customer success managers, additional equipment to scale the network availability, post conference technology reviews and network utilization reports to prepare for future events at the same or similar venues.

"This project required hands-on partnering with the customer onsite through the duration of the event, both in and outside of the hotel," said Marc.

Cloud5 made it look easy…but it's not.

Cloud5 had their work cut out for them. The job included a complex set of steps:

- Redesign Tarrytown House Estate's complete network.

- Deploy the new network (including running fiber and new cabling).

- Proactively test the network to ensure performance and reliability.

- Pre-enroll several hundred guests before arrival, guaranteeing seamless onboarding and maximum user productivity from the minute they arrived on property.

- Provide onsite Customer Success Managers to participate in daily shift checkpoints and review sucess metrics with customer representatives.

- Deliver 24 x 7 support to ensure the network remained performant, reliable and secure.

- Reconfigure the network once the financial firm had left to operate in a more traditional hospitality configuration.

This was a complex project. And, there were several factors that made it even more difficult. "The hotel didn't want the residents to lose one second when arriving at the hotel," said Marc. "We needed to make sure they were enrolled and connected automatically upon arrival at the hotel."

- **DIFFICULT INFRASTRUCTURE.**
  The attributes that make Tarrytown House Estate so alluring to high-end guests also made it difficult to design and operate such a high-performance network. The resort comprises more than 10 stately, historical buildings. This gives the property charm and character, yet made running fiber and cabling more difficult.

- **SHORT TIMEFRAME.** The resort hosted a large wedding just prior to the planned trading floor training session. This meant Cloud5 would have just 5 days to deploy and troubleshoot the new network – including running all fiber and cabling.

- **UNIQUE NETWORK CONFIGURATION.**
  In many ways, the requirements of this network were diametrically opposed to how a typical hospitality network is configured. In hospitality, for example, each user is isolated from other guests (for security and privacy reasons). In this case, the residents needed to see everyone else and be able to connect with them.

  The residents would be installing their own network devices (like televisions, gaming gear, Peloton bikes, etc.), and needed 100% Wi-Fi access everywhere on the property at all times.

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Cloud5's Undertaking

Cloud5 has extensive experience in both hotel operations, and designing, deploying and operating networks. As hospitality's leading communications technology and services platform, with 1,000+ dedicated staff, Cloud5 connects more than 5,000 hotels with nearly a million guests and staff every day.

For this engagement, Cloud5 positioned seven different resources onsite (two customer success managers, three installers and two support professionals). In addition, Cloud5 assigned eight other team members in their main offices to enable the delivery and appropriate oversight for the client.

- NETWORK REDESIGN. The new network required new switches, firewalls and core switches. They had to also run new fiber and new cabling.

  They migrated existing access points to the new network and leveraged the expertise of seasoned network engineers to ensure the property had the appropriate level of redundancy to mitigate potential risks of outages.
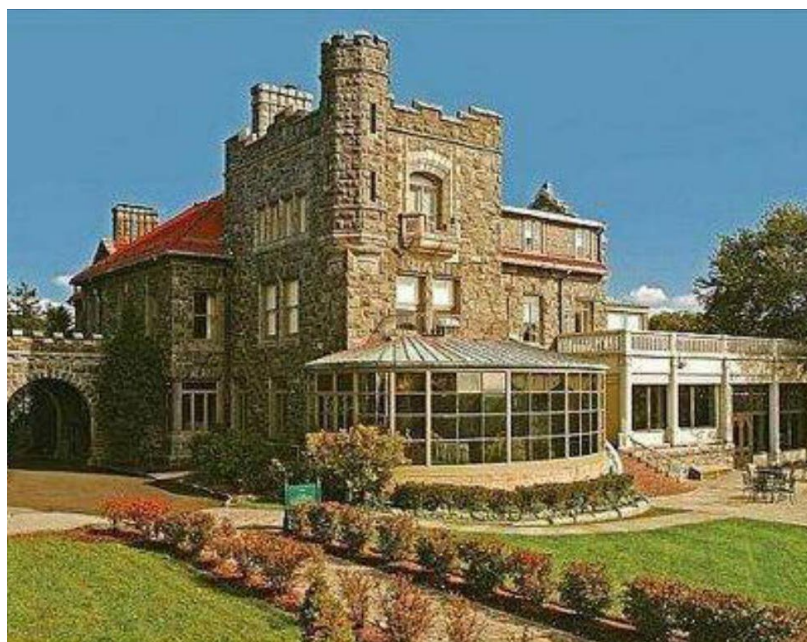
- INSTALLATION. Cloud5 started the installation the evening the wedding was completed. It was a complex process and required several all-night sessions to complete.

- PRE-ARRIVAL LOGISTICS.
  Cloud5's conference services group worked with the customer to create a number of scheduled touchpoints with residents prior to arrival, ensuring adoption of a tailored pre-enrollment process. Guests arriving at the hotel experienced true seamless connectivity, having dealt with portals and Terms and Conditions pre-arrival, which allowed them to start working even before their check-in (and with the added bonus of a nifty portal to self-enroll their own headless devices if necessary).

- TECHNICAL AND CONFERENCE GROUP SUPPORT. Onsite Customer Success Managers were overseeing the event's performance and acting as a conduit to the customer-appointed contact. Cloud5 staff participated in daily huddles and provided on-time feedback and suggestions to optimize the network performance and user satisfaction. All with the above-property support of skilled technicians, who kept a close eye on the network 24 x 7, watching for anomalies or technical issues, even those considered outside the scope of Cloud5's contract.

  As expected with such high-profile conference, the financial firm was hyper-vigilant and required constant network health reports to make sure things were performing as expected. As the days progressed, they realized Cloud5's experienced and seasoned staff had things under control and gave them time back to focus on their event attendees. "They went from asking for regular reports and overseeing our work to trusting we had their best interest at heart and leaning on us to prompt the communication should issues ever arise." said Marc.

Success

In the end, Cloud5's conference services group delivered precisely what the financial client, and Tarrytown House Estate, had requested. They delivered a custom-built network, an innovatve onboarding experience and the right onsite talent to manage expectations and deliver value to the customer. The Cloud5 network met all previously agreed upon performance and reliability SLAs. Support requests were handled quickly and precisely. And the hotel's standard onboarding portal and configuration were restored swiftly upon the customer's departure.

The Cloud5 Way

Three of Cloud5's core principles were central to being able to meet the needs of Tarrytown House Estate and their sophisticated financial trading client.

- It began with Cloud5's extensive experience in both cutting-edge networking technology and hospitality.

- This was augmented by Cloud5's willingness – and ability – to be flexible. Stretching at the last minute from the planned 186 residents to an actual 236 residents? No problem!

- Finally, the philosophy that so effectively leveraged this experience and flexibility was the Cloud5 team's "servant leadership" mentality. Viewing their role as being onsite to act as a true member of the client's team meant putting themselves in the customer's shoes and being accountable for delivering first class service, day or night.

The result was flawless execution, an extremely happy customer, and a grateful Tarrytown House Estate on the Hudson.

Cloud5.com | 877.241.2516 | info@cloud5.com