

# Hotel and Café Wifi hotspot

Cambodian Broadband Technologies

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CB



## Hotspot Gateway For Your Hotel or Cafe?

Today's your guests don't just want an Internet connection, they're demanding for high speed, good services, and access speed up to 512Kbps or 1Mbps.

The free Internet Services which you are current provides will be soon obsolete, as you are paying the expensive Internet Bill and the over-share access ratio will result slow Internet connection as slow as Dial-up connection.

In Hotel, this means padding revenue with premium telephone services is dying off, while the now-common "Color TV" is no match for interaction with the net.

Chances are, your guests have already checked out local attractions and services such as car rentals, before they even arrived. For phoning home they'll use VOIP (Internet telephone), Skype or just send an email.

The good news is you can make such issues work in your favor, simply by offering **your own High Speed Internet connection**, preferably via WiFi hotspot.

It may also be much easier than you're expecting...

## Now Everyone Can Surf!

CB Wifi	Bandwidth	Price USD	Validity
<b>Hourly</b>			
15 min.	512k / 256k		1 day
3 hours	512k / 256k	3	3 days
5 hours	512k / 256k	5	7 days
<b>Daily</b>			
Bronze	512k / 256k	4	1 day
Silver	512k / 256k	9	3 days
Gold	512k / 256k	16	7 days
<b>Monthly</b>			
Bronze	384k / 192k	48	1 month
Silver	512k / 256k	68	1 month
Gold	1M/512k	98	1 month

\*\* All services are unlimited data transfer  
\*\* CB standard Terms and conditions applied  
\*\* CB Fair Use Policy applied

# Why Wifi?

The rise of smart phones and ultra-lightweight laptops (“netbooks”) means people are increasingly bringing their own computers with them. They’re favoring personal portability over a large screen on someone else’s computer (like that old clunker in your lobby).

When it comes to being portable, nothing beats WiFi; it’s wireless, fast and works with most modern devices. It also saves you having to wire up every room.

Guests are willing to pay a small premium to stay at WiFi equipped lodgings (they are mostly frustrated with slow free service as compare to their Surfing explains at Home), for the convenience it gives them. This can be as simple as buying a Prepaid card at your counter or front-desk, or get a one time 15 minutes Trial card. The important thing is to ensure they know it’s available at *your* hotel or cafe.

Even backpacker’s hostels or cafes are likely to offer WiFi now, making a mockery of nearby establishments calling themselves 3 or 4 star hotels, without wireless service. Guests expect access to the net in their rooms, the restaurant, the lobby, or while sitting outside waiting for a taxi. Wired access just isn’t enough now.

All this is great for the guests but what are the advantages for you and what features should you be looking for, when offering WiFi at your hotel or cafe?



A promotional collage for Koh Kong Hotel's WiFi service. At the top, the text "Koh Kong Hotel WiFi" is displayed in a stylized font next to a red "CB" logo. Below this, there are several images: a login interface with fields for "ID/Passcode" and "Password", a photograph of the hotel's large, multi-story building with a central dome and a swimming pool, and a section titled "Hotel Facilities" showing various interior spaces like a kitchen, stairs, and a dining area. At the bottom, there are three small icons with "CB" logos: one showing a person with a laptop, another with a person at a desk, and a third with a person at a desk. To the right of these icons, the hotel's name "Koh Kong Hotel" is written, along with its address "218, Watong, Kampong Speu, Kampong Speu, Kampong Speu, Kampong Speu", phone number "023-843-8432", and website "www.cb.com.kh".



## What you need

It's no secret that having happier guests is good for business. The tricky bit is making it easy for both them and your staff, yet retaining control. Setup and Hardware requirements are simple and straightforward when you are partnering with CB;

- CB will evaluate your current network and add additional WiFi access points at each floor and common areas.
- CB will pay for all installation, billing system, and server management. CB will provide marketing material, include color user guide in each room, and standing banner at your lobby.
- CB will provide a custom Login page for your Hotel or Café, and your guest are allows to access the service at all your outlets within Cambodia with the same prepaid cards.
- Revenue sharing: 15% of sale to your organization before 3000USD reaching revenue, which to regain part of our investment cost, then 30% share after that.
- 2-5 of your staffs will be train by CB to help the customer setup. Usually the customer can follow the step by step setup Brochure.
- You do not have to do any monitoring or IT management, except to sell our Prepaid Cards and get handsome commission, CB will managed your site remotely and upgrades the billing server or adding more coverage areas in your premises.
- CB will provides your Hotel office with commercial grade broadband, 512k/256k, unlimited service at special partner rate of 218USD+VAT/month at no installation cost. Our standard price is 388USD+VAT/month, with installation cost of 300usd.  
(CB reserve the right to alter any terms and conditions mentioned above)

### Contact CB:

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**CB**  
CB WiFi  
Hourly Service Pack  
Limit: 5 hours, 512K/256K  
Passcode: 1234 2344 3321 335 **\$3**

**CB**  
seriously fast.  
completely portable.  
CB WiFi  
Daily Service Pack  
Limit: 3 days, 512K/256K  
Passcode: 1234 2344 3321 335 **\$9**

**CB**  
CB WiFi  
Monthly Service Pack  
Limit: 1 month, 512K/256K, unlimited  
Passcode: 1234 2344 3321 335 **\$68**





## Why you need the above

All the above features are important for a hotel hotspot gateway, yet most software programs will fail on at least some of those points.

**Self branding** is important for a hotel, as ultimately your guests are paying for the overall experience and your name. It makes no sense to brand your towels, soap, napkins and other such items, only to jar the visitor with the brand name of your WiFi software. Ideally you should be able to brand everything, including what your staff see it.

**Account flexibility** may also be important to you. If, like most hotels or café, you allow casual visitors to your restaurant to boost revenue, then it helps to offer higher level accounts to overnight guests or conference attendees.

**URL Filtering** can block the access to those web sites containing specified keywords in the URL address. This way you can prevent the access to porn, warez and so on, maintaining a family-friendly environment and protecting your system.

With **Packet Filtering** you can specify IP and port blocking rules for outgoing traffic. That means you can prevent guest access to your mail, FTP and web servers in a specified IP range, while retaining the benefits of wireless access for you and your hotel admin.

In short, your hotspot gateway system must be **flexible, brandable, technically proficient** to handle current and future technology, yet remain **simple enough** to be used by seasonal employees.

## Boosts your commissions

It can be tough to make a profit from brochures today, especially as so many of your guests will prefer to look online for local attractions. All is not lost though...

You can have the best of both worlds with CB, by letting local firms promote their businesses on your customizable login screen.

A second revenue source is by using *Hotspot's* "Whitelist" system. You set certain websites as whitelisted and your guests can browse them entirely free, without even needing to log in. This way you can offer access to your own website or corporate sites, plus sponsored sites, to anyone within range of your WiFi hotspot.

Since guests or casual visitors are already using your hotspot, it becomes a natural step for them to move onto your full service. If they attempt to reach websites not on your whitelist, they get the subtle hint of landing on your branded login screen instead.