

Grand Hyatt Barcelona has chosen Wifirst to create a brand new connectivity journey

Paris, April 10th 2024 - The Grand Hyatt Barcelona, through a local agreement, has chosen Wifirst for the deployment and management of a new WiFi infrastructure as part of the transformation of this Barcelona gem situated in the heart of Avenida Diagonal.

The Grand Hyatt Barcelona now embodies a perfect fusion of refinement, elegance, but also technology avant-garde.

A total renewal of the WiFi network for an unparalleled technology user experience The WiFi-as-a-Service infrastructure implemented by Wifirst guarantees a connectivity experience tailored to guests' expectations, whether they are leisure or corporate travelers..

Wifirst's technical approach consists of designing a unified network in WiFi 6 and 6E that ensures perfect coverage for every digital need. This includes enabling guests to broadcast their own content using streaming and casting (utilising the secured Chromecast solution in hotels developed by Wifirst) and adding a layer of private network to enhance the guest experience, making them feel at home. The bandwidth expansion and the ability to create private WiFi networks or temporarily increase the speed will also contribute to driving the Meetings and Events business of the property.

Wifirst's approach: designed to alleviate the burdens on Grand Hyatt Barcelona's IT teams

Implementing the correct switching and servers will unlock the full potential of the property's dedicated 10Gbps fibres, bolstered by failover capabilities.

The objective of the technical solution designed for this network upgrade is to meet the hotel's diverse requirements, particularly in facilitating mobile work, which is crucial in hospitality. Enhanced connection security, achieved through upgrades like a new VoWiFi solution with WiFi-based mobile phones, will enable staff to operate more efficiently in remote areas of the property.

The handling of MICE-related requests will also be simplified: everything will be managed directly through Wifirst's mobile "Mycenter app," enhancing responsiveness and organisation.

Another feature that has impressed Hyatt teams is the ability to automatically reduce the consumption of WiFi terminals and switches during the night, thanks to AI and Wifirst's embedded algorithms. This represents yet another step towards a more responsible vision of the technology in hospitality.

Franck Sibille, Area Vice President & General Manager of Grand Hyatt Barcelona explains: *"Following the rebranding of the magnificent Hyatt Sofia Barcelona to Grand Hyatt Barcelona, we made sure to select the best solutions available to us. The selection process made us discover Wifirst and the quality of their offer and technical expertise convinced us. We had a chance to work closely with their operational team and feel confident we are in*

good hands, providing the best service possible to our guests and staff with an increased resilience of the new network.”

Wifirst’s solution will be implemented in the Grand Hyatt Barcelona’s 465 incredible bedrooms and suites, as well as in the common areas of the hotel, including the pool, spa, multiple spacious meeting rooms for seminars in parallel with its rebranding.

For more information, visit www.wifirst.com/en/ or follow us on [linkedin](#).

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About Wifirst

Wifirst is the European leader in managed WiFi for professionals. The operator deploys and operates high-performance, secure and sustainable “as a service” connectivity solutions. Its know-how and technologies appeal to IT decision-makers from the largest companies and public organisations (AccorHotels, Havas, The French Ministry of the Army, Norauto, The Ascott, etc.) In 2023, Wifirst joined the Next40: a program from the Ministry of Economy which identifies the most promising companies of the French tech ecosystem. Headquartered in Paris, Wifirst operates across 29 countries and is present in the United Kingdom, Spain, Italy and Germany where it has acquired the German operator Hotspots, specialising in on-board WiFi solutions. For more information: www.wifirst.com