



Wi-Fi Powered by  
**The Cloud**

Customer:  
Marlin Apartments

Industry:  
Serviced apartments

Location:  
650 apartments (London)

Solution:  
Free public Wi-Fi

## Marlin Apartments goes the extra mile to offer guests a first class stay with The Cloud Wi-Fi

### Challenge:

- Growing demand from guests for fast reliable broadband
- Constant need to offer unrivalled value
- Quickly deliver a reliable, cost effective service

### Solution:

- 14 access points delivering building wide coverage
- £9,000 cost saving when compared to the competing wired solution
- Full service delivered and running in 2 weeks

Marlin Apartments is the largest independent operator of serviced apartments in London and indeed the UK, with over 650 luxury serviced apartments under its ownership. The company was founded in 2003 and now includes fully serviced buildings in London Bridge, The City, Aldgate, Canary Wharf, City Docklands, Stratford and Tower Bridge.

**“...we were in safe hands in terms of quality and speed of connection, as well as customer service.”**

Colin Taylor  
Marketing Manager

## “Our aim is to ensure that every one of our apartments is equipped with the most up-to-date technology and facilities, in keeping with our clientele’s needs”



The digital world is changing so rapidly. More and more people are accessing emails and sourcing information online, and with the dramatic increase in smartphones over the past few years, there is suddenly the expectation that this can be done at anytime, anywhere and on any device.

This trend is creating an increasing demand from both businesspeople and holiday makers for fast and reliable broadband when away from home. In order to continue to attract the repeat custom that Marlin Apartments have thrived upon in the past, there is a constant need to keep abreast of this changing landscape, to offer unrivalled value – key in an international centre like London with a plethora of hospitality competition.

Colin Taylor, Marketing Manager of Marlin Apartments was introduced to The Cloud Wi-Fi services through his experience as a customer when visiting McDonald’s and Pret a Manger hotpots across the country. “I knew that The Cloud was a recognised brand that works with some of the largest hospitality and retail conglomerates, so felt comfortable that we were in safe hands in terms of quality and speed of connection, as well as customer service.”

The first apartments to receive The Cloud Wi-Fi service were within the newest building in Aldgate, which was completed in 2009. The Cloud service was thorough and efficient,

and had everything up and running within two weeks. The only issue that arose was when half way through the installation process it was realised that twice as many access points were needed. However the Cloud was quickly available on the end of a phone, 24-7, organising for more points to be fitted and at no extra cost.

The Cloud offered Marlin Apartments a Wi-Fi package that was second to none in terms of service, and also delivered tangible savings. By choosing not to cable all the apartments with fixed broadband, they saved around £9,000 in set up costs.

Now that initial implementation of The Cloud Wi-Fi in Aldgate is complete, upgrading the cabling to roll out Wi-Fi in the remaining 6 sites is now a clear focus for the company for the remainder of the year. This improved service will help re-affirm Marlin Apartments as the Aparthotel of choice, by setting the standard in operations, customer service and now, technology.

For those regular guests, who visit the city on corporate trips, The Cloud is also uniquely positioned to provide a seamless experience via its FastConnect application; where once you’ve registered and connected to a hotspot, your profile is recognised in any other Cloud Wi-Fi hotspot, connecting you automatically in the future.

Colin Taylor concludes, “We pride ourselves on offering all the facilities you’d expect in a top hotel. Our aim

is to ensure that every one of our apartments is equipped with the most up-to-date technology and facilities, in keeping with our clientele’s needs.”



Naunton Dickins, UK Managing Director for The Cloud echoes the company’s vision. “Marlin Apartments ethos is all about service and a desire to deliver beyond expectation, tailoring facilities to provide the highest levels of quality. The Cloud service follows a similar set of principles in providing Wi-Fi speeds that are up to 4 times faster than traditional fixed line broadband and giving customers increased flexibility to access, download and share information online, when and how they choose.”

“For those regular guests, who visit the city on corporate trips, we are able to provide a seamless experience via our FastConnect application; once you’ve registered and connected to a hotspot, your profile is recognised in any other Cloud Wi-Fi hotspot, connecting you automatically in the future.

This type of service will re-affirm Marlin Apartments as the Aparthotel of choice, by setting the standard in operations, customer service and now, technology.” Concludes Dickins.



### United Kingdom

#### The Cloud Networks Limited

Third Floor, 4 Victoria Square  
St Albans AL1 3TF

Tel: +44 (0)1727 791700  
Fax: +44 (0)1727 791701

info@thecloud.net  
www.thecloud.net

### Germany

#### The Cloud Networks Germany GmbH

Leuchtenberggring 3  
81677 München

Tel: +49 89 419 422-0  
Fax: +49 89 419 422-111

info@thecloud.de  
www.thecloud.de

### Sweden

#### The Cloud Networks Nordic AB

Mäster Samuelsgatan 42, 17tr  
Box 7767  
103 96 Stockholm

Tel: +46 (0)8 667 73 00

nordicsales@thecloud.net  
www.thecloud.net