

Nationwide Wi-Fi Upgrade for a UK Hotel Chain

Elevating Connectivity:

How iCobus Delivered a Nationwide Wi-Fi Infrastructure Upgrade Across the UK for a Leading Hotel Chain

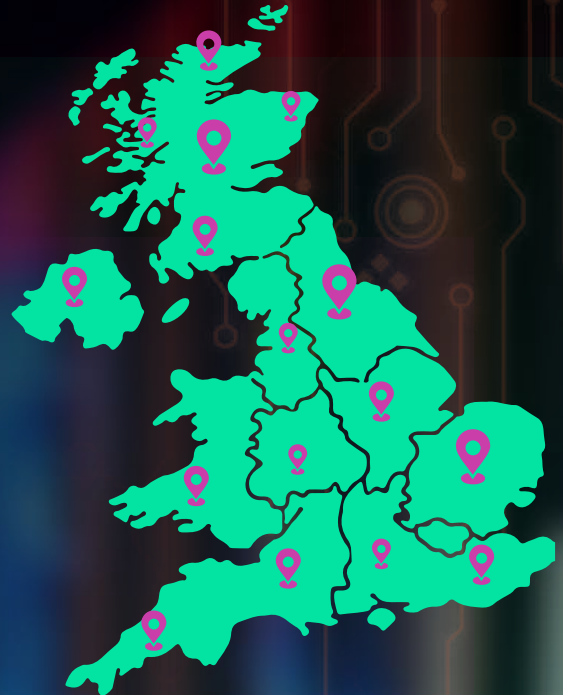
This case study highlights how iCobus successfully rolled out a complex Wi-Fi infrastructure upgrade across 250+ hotel sites in the UK for a leading national hotel chain. The project was delivered through a multi-phased, high-volume engagement model supported by our PMO and field engineers. Despite logistical, scheduling, and coordination challenges, iCobus delivered against aggressive timelines and quality expectations, a disciplined and well-documented workflow.



www.icobus.com

The Challenge

Our client, a UK IT Services Integrator initiated a nationwide WiFi upgrade programme on behalf of one of the UK's most recognisable hotel brands to standardise and upgrade wireless connectivity across all hotel sites. With hundreds of locations varying in size, infrastructure, and guest access requirements, the integrator required a trusted delivery partner capable of executing a scalable solution with minimal disruption to daily hotel operations.



Key challenges included:

- Managing multiple installation teams and stakeholders on daily basis
- Daily coordination with hotel staff to access occupied and unoccupied rooms
- Consistent equipment handling, asset tagging, and reporting across all teams
- Real-time task reporting, issue tracking, and client updates
- Managing communications and expectations across a diverse group of stakeholders with varying responsibilities
- Responding swiftly to unexpected on-site issues that frequently emerged mid-delivery

This was especially critical given the scale of the programme — iCobus completed over 250 hotels with additional variations, and a further **150 hotels** in the pipeline to complete.

The iCobus Delivery Model

iCobus approached the engagement with a hybrid model combining:

1. Dedicated Field Engineering Teams across the UK, for on-site installation
2. A Project Management Office managing documentation, schedules, and reporting
3. Standardised documentation, tooling, and installation methodology to ensure consistency across regions.

To manage high volumes and site variation, iCobus defined four project types:

1. Survey-only engagements (site readiness and RF design)
2. Installation-only sites (new APs and cabling)
3. Migration-only projects (removing legacy hardware and commissioning new equipment)
4. Variations (bespoke installs, rework, or deviations from standard scope)

Each site followed a strict workflow, including pre-arrival coordination, kit verification, AP tagging with barcode scanners, structured cabling (copper and fibre), AP mounting (505H and 515 types), and task creation and verification.

Secret Ingredients to Our Success

iCobus leveraged a refined suite of internal systems, digital workflows, and structured methodologies — our "secret ingredients" — to maintain control, speed, and accuracy throughout the rollout. These tools enabled:

- Consistent field reporting with visual and data-backed verification
- Live project tracking from planning to handover
- Centralised documentation management and engineer coordination
- Remote collaboration between field teams and the office based PMO.

While the names of these tools remain confidential, their impact was clear: reduced admin time, fewer errors, and streamlined communication across every site.

Outcomes

- Over 250 sites delivered on time and in budget
- Over 10 000 APs installed, tested, and commissioned
- Successful coordination of teams across multiple locations
- Minimal disruption to guest experience, with 2-3 man engineering teams rotating room access in coordination with hotel staff
- Centralised PMO ensured live reporting and documentation tracking across hundreds of tasks at the same time

Success Factors

- A dedicated PMO, enabling round-the-clock planning and admin without overloading the UK site teams
- Standardised inventory, documentation, and photo-based reporting protocols
- Seamless kit delivery, tagging, and site-level hardware control
- Real-time escalation handling through structured communications and escalation protocols
- Agile handling of site-based surprises and last-minute changes without impacting delivery momentum

Conclusion

By combining strong process control, robust site documentation, and a unique delivery model, iCobus demonstrated how structured cabling projects at scale can be delivered with agility, accuracy, and minimal friction. This programme represents a benchmark in how hospitality technology rollouts should be delivered.

Next Steps

This model has now been adapted to other global clients, including AV installations for corporate office chains, Datacentre infrastructure and other multi site national and international roll outs demonstrating the repeatable value of iCobus' scalable delivery framework.