

Denihan properties convert to Eleven's Mac guest computers

Eleven Wireless gives Denihan properties the flexibility to provide complimentary and premium services



11/8/12 Portland, Ore. – When [Denihan Hospitality Group](#) decided to standardize guest computing at the majority of its upscale and luxury boutique brands, it chose [ElevenBC for Mac](#). This turnkey offering has the flexibility to offer both free-to-guest and guest-pay financial models, and consumer familiarity with the Apple platform made ElevenBC for Mac an attractive amenity. Today, many of the Denihan brands use [ElevenBC](#) for guest computing, and more conversions are underway.

Location, Location, Location

To make their guest computers convenient and private for guests but not obtrusive to hotel design, Denihan strategically placed the iMacs at optimal locations at each property. Affinia 50 chose a second floor Club Room with couches, a flat screen TV and a coffee and tea bar, while Affinia Gardens chose an alcove off the main lobby. The James Hotels opted to showcase its iMacs on wooden desks complemented by modern accessories. In short, these are not your average business centers.



The James, New York Soho

"We love the thoughtful way that the Denihan properties chose to deploy their guest computers," said Eleven Wireless CEO Dan Meub. "Denihan recognizes that its guests prefer to work and stay connected in an open, more social environment, not tucked away in dark rooms. They elected to place guest computers in well-appointed locations to increase satisfaction and loyalty as well as boost incremental revenue. We are impressed with their attention to all the details required to deliver a superior guest experience."

Financial Flexibility

Denihan also understands the importance of being flexible, knowing when to charge for services and when to offer them at no cost to guests. The James hotels grant computer access to guests free of charge while the Affinia properties and The Surrey charge for use. Eleven is one of the only providers that supports both financial models and a myriad of other free/pay solutions. And Eleven continues to provide the industry's highest level of ongoing 24-hour support and service across all business models.

"The [flexibility](#) to charge or not charge, coupled with the high-end iMac solution, made ElevenBC for Mac the obvious choice for Denihan hotels," said Scott Nowakowski, vice president information technology of Denihan Hospitality Group. "The icing on the cake is Eleven's ability to offer a complete turnkey solution with proactive, comprehensive support."

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About Eleven Wireless

Eleven delivers hospitality's only guest Internet platform, providing a cloud-based solution for hotels and brands to deliver a consistent, compelling and unique guest experience to their guests, whether on guests' own mobile devices or hotel-provided computers in the lobby, business center and guest rooms. Founded in 2002 to deliver wireless Internet to hotels, Eleven has grown rapidly, expanding its cloud-based software platform, ElevenOS, to provide hoteliers a centralized way to manage all aspects of their evolving online guest experience. Eleven's solutions have been deployed in nearly a thousand hotels nationwide and that number continues to grow each month. Eleven is a privately owned company headquartered in Portland, OR. For more information, visit www.elevenwireless.com.

About Denihan Hospitality Group

Denihan is a nationally recognized, independent owner and operator of boutique hotels in top U.S. urban markets. The portfolio includes properties operated under The James and Affinia Hotels brands, as well as luxury independents The Surrey and The Benjamin, and affiliates including The Eastgate, The Franklin and The Mansfield in New York City and the Royal Palm in Miami. Each hotel has been individually tailored to meet the needs of a specific market segment, resulting in a collection that covers a full range of travelers – from families, to business executives, to vacationers, to young professionals. For more information, visit www.denihan.com.