

PUEBLO BONITO MAZATLÁN

Beach Resort offers an unmatched experience to its clients with Furukawa technology.



The Hotel Pueblo Bonito Mazatlán is ready for the present and prepared for the future with Furukawa optical technology.



Pueblo Bonito Mazatlán Beach Resort
Customer



Mazatlán, Mexico
Location



Hospitality
Industry



+ 1000
Employees



Procesa
Partner



Laserway
Implemented solution



**[www.pueblobonito.com/
resorts/mazatlan](http://www.pueblobonito.com/resorts/mazatlan)**
Site

SUMMARY

Pueblo Bonito is a vacation property developer with a high level of recognition and positioning in Cabos San Lucas and Mazatlán, with a history of more than 30 years in the market. Its objective is to plan, develop, build, commercialize and operate its own developments. As of today, it has 6 hotels, 2 vacation property developments and a golf course.

One of the main qualities of a hotel development is the way of delivering services, and connectivity stands out since guests, even though they are on vacations or days off want to continue communicating with relatives, friends or co-workers; and in the case of children, they spend time playing video games or watching series for a long time.

A high-performance connection is essential, and therefore, it has been one of the reasons why the company decided to update its technology in order to provide the best response to the current needs of its most exclusive customers.

CHALLENGES

When they started their activities in 1987, there were only copper telephone and television networks. With the passage of time these became obsolete, in addition to the fact that there was no piping to run today's networks. It was necessary to change and update. For this reason, Consultores Pueblo Bonito opted for Furukawa Electric's Laserway GPON fiber optic technology, so that they could provide their clients with the best experience.

IMPLEMENTED SOLUTION

The Laserway solution is based on GPON technology that provides IP connectivity and convergence to the various structured cabling environments. It combines a modern, fully passive optical network with equipment of a high level of reliability, which prioritizes ease of installation, modularity and reduction of infrastructure. To adapt to the most diverse network scenarios in new and existing environments, the solution can be installed in field termination options or pre-wired cable optics.

Data transmission occurs between an Optical Line Terminal (OLT) equipment, located in the equipment room, and Optical Network Termination (ONT) equipment in the work areas. The ONTs provide connectivity from copper patch cords to any end device, such as: computers, analog or IP phones, access points, printers, IP surveillance cameras, automation systems, access control, etc. In addition to connectivity with IP equipment, services such as analog telephony and video can also be offered.

The Optical Distribution Network (ODN) is between OLT and ONTs. In this network there are single-mode fiber optics and optical splitters, which are only splitters of optical signals. The splitters are passive elements, that is, they do not require power supply or cooling, and their function is to

divide the input optical signal coming from an OLT fiber into several outputs allowing the delivery of data to the various end devices connected to the ONTs.

BENEFITS

Furukawa Electric's Laserway GPON fiber optic technology has provided different benefits to the resort, among which we can highlight: lower costs since instead of implementing three different networks (TV, Telephony and Data) only one fiber optics network was implemented, in addition to savings in pipelines, active equipment and in the long run, savings in electrical energy.



"Today it is vitally important to be at the technological forefront to achieve customer loyalty, for which, we seek the support of technological partners such as Furukawa, from whose technology we benefit from having a robust infrastructure capable of meeting today's needs and to be ready for the challenges of the future."

Juan Pablo Toledo, Hotel Operations Manager at Consultores Pueblo Bonito

FUTURE

Thanks to the professionalism and commitment of Procesa, a Furukawa integrator in Mazatlán, the project was successfully implemented in Pueblo Bonito Sabalo Mazatlán. And thanks to the success achieved, the development made the decision to use Laserway optic technology as standard for new projects that are to be built.