

Spectrum Business enables closer management of Holiday Inn Express hotel

Feature-rich cameras, television and voice services are core features of connectivity revamp

Keeping a close eye on his Syracuse, New York hotel has never been easier for Arun Goyal, even while living and working hundreds of miles away.

The installation of Managed Network Edge, designed to allow pinpoint supervision from any remote location, is among several recent connectivity-related upgrades Goyal had made at Holiday Inn Express Syracuse Airport. Installed by his technology partner, Spectrum Business, the system includes a portal set up expressly for Goyal to access from anywhere in the world. This empowers him to deliver a more efficient and pleasant guest experience.

"I take pride in my properties, that's my nature," Goyal says. "All I am trying to do is make this hotel the best that I can. What I get from Spectrum Business helps me to provide a more engaging customer experience."

Always in the picture

Holiday Inn Express Syracuse Airport is ideally situated for many different types of guests. For business travelers, the city center is only minutes away. For visiting academics, parents or friends of students, or college sports fans, Syracuse University is just as close by. For travelers who need a place to stay overnight while awaiting a connection to their next

destination, his hotel offers the nearest accommodations to Syracuse Hancock International Airport, central New York State's gateway to the world.

With all this in mind, Goyal sought a way to more closely track his hotel operations and stay connected to everything that goes on. He discussed this with Tricia Lorenz, Strategic Account Manager, Spectrum Business: Could the new connectivity her team had installed at the hotel allow him to view his property at any time?

Lorenz said yes, then set to work making it happen.

"Arun is a brilliant businessman," Lorenz says. "He wants to stay on top of what is going on at the hotel to know everything is running smoothly. He is especially concerned about the safety of his overnight staff and his guests. These cameras give him wide-angle views of central corridors, the parking lot and the outdoor pool, so he always knows what is going on."

Indoor wide-angle cameras provide overhead views of corridors and common areas. Outdoor cameras can be remotely angled and adjusted to zoom in on surrounding objects, such as vehicles in and around the parking area. The cameras are accessed remotely by Goyal via the intuitive cloud-based Managed Network Edge portal.



As the closest hotel to Syracuse Hancock International Airport, Holiday Inn Express Syracuse Airport draws a steady stream of guests year round. Owner Arun Goyal takes care to ensure those guests keep coming back.

Client profile



Company

Holiday Inn Express Syracuse Airport

Industry

Hospitality

Services

Managed Network Edge
Dedicated Fiber Internet (DFI)
Fiber Connect Plus TV
Unified Communications for Hospitality

Overview

- A Holiday Inn Express hotel in Syracuse, New York installed state-of-the-art cameras so its owner always knows what is going on, even while living and working out of state.
- The cameras form part of a larger network of connectivity services set up by Spectrum Business to monitor hotel operations and improve guest experiences.
- A new voice service simplifies front-desk operations, while an updated television system allows the hotel to offer guests a richer array of programming options.

Outcomes

- The installation of fiber connectivity has eliminated nagging problems the hotel had been experiencing with its WiFi service.
- Operation of the new cameras is managed via a portal which the owner can access from a computer or mobile device.
- The hotel's new television and voice services offer guests greater convenience and a wider range of useable features.

Why it matters

- The cameras provide 24/7/365 surveillance opportunities at strategic locations in and around the hotel property, better protecting guests and employees.
- As the owner seeks new ways to revamp and improve upon hotel services, the network infrastructure allows for seamless upgrades and expanded bandwidth capacity.



Guest convenience was the top priority when Arun Goyal, Owner, Holiday Inn Express Syracuse Airport, had Spectrum Business install connectivity enhancements to improve his voice and WiFi services. "People relax easier when they know they are connected," he says.

This portal offers Goyal and the rest of the staff customizable levels of access and ability to view the dashboard for video feeds, reporting and analytics, and full 24/7/365 co-management capability either onsite or anywhere remotely.

"I check my portal many times a day," Goyal explains. "The features are very user-friendly, with the capability both for real-time viewing and to go back and get a recording if I need it. That's a plus."

Goyal uses his cameras to call out potential problems he sees at his hotel. He recalled one recent issue related to general maintenance upkeep was resolved after he sent

"Having the cameras helps us in many ways. I can use them for real-time viewing. Everything is recorded, and I have the capability to go and get whatever video I need with features that are very user-friendly."

- Arun Goyal, Owner, Holiday Inn Express Syracuse Airport, Syracuse, NY

a single still image captured by one of his cameras to his hotel's manager. "I quoted the old saying: 'A picture is worth a thousand words.' We were able to get right on it and get it fixed."

Enhanced connectivity that always delivers

When Goyal first took ownership of Holiday Inn Express Syracuse Airport, several challenges had to be addressed. First and foremost was a lack of ample connectivity.

"We were always struggling with WiFi," he recalls. "We had this old equipment which had been there before I purchased the hotel, and it was not working properly. We had numerous complaints from guests that the WiFi, at least in certain sections of the hotel, was very flaky. The signal strengths were very, very low."

Goyal asked Lorenz for ways Spectrum Business could solve this issue. Lorenz recommended a connectivity upgrade with [Dedicated Fiber Internet \(DFI\)](#). A difference was immediately noticed. The new fiber circuit provides Goyal with high bandwidth and low signal latency throughout the hotel's footprint.



A complimentary breakfast is one of the daily amenities found at Holiday Inn Express Syracuse Airport. Using cameras connected to his Managed Network Edge portal, Owner Arun Goyal makes sure the food served is always fresh and the coffee plentiful and hot.

“After [Dedicated Fiber Internet](#) was installed, our WiFi problem went away,” Goyal notes.

Goyal’s partnership with Spectrum Business began with the installation of improved television service for his hotel’s 95 rooms. He was eager to create a better TV experience for guests, one that requires less onsite hardware and allows the casting of programs from mobile devices directly into the sets.

To make this happen, Lorenz recommended [Fiber Connect Plus TV](#). Using high-definition sets, this solution maximizes guest viewing choices and accesses a wide variety of guest-facing technology features available through Holiday Inn Express’s parent corporation, InterContinental Hotels Group (IHG).

Once Fiber Connect Plus TV was installed, its fiber connection became the basis for implementing and later upscaling other Spectrum Business services.

24-hour shuttle bus service at the press of a button

Another important feature of the guest experience at Holiday Inn

Express Syracuse Airport is voice service. Goyal wanted a system in place that put less pressure on his front-desk staff while allowing guests to immediately ring up the hotel’s 24-hour shuttle bus to the airport. Having the shuttle service is a key service enhancement for the hotel, which counts on a steady stream of guests coming to and from the airport.

“What I have been able to do at this hotel can be duplicated at any hotel. Their needs would be similar to mine, and Spectrum Business’s capabilities are immense”

– Arun Goyal, Owner, Holiday Inn Express Syracuse Airport, Syracuse, NY

Lorenz explains: “Arun needed a voice system that was integrated with his hotel’s PMS [property management system], so it can handle wake-up calls and also allow someone to place a call directly to a hotel room, rather than through the front desk. Workers of all sorts are becoming more difficult to hire, so having critical voice features like auto attendant and

call forwarding are becoming game changers for hoteliers, freeing up staffers to concentrate on enhancing overall guest experience.”

[Unified Communication for Hospitality](#)

is efficient and easy-to-use, allowing calls to be placed in and outside the hotel without needing assistance from the front desk. Hotel staff can work from anywhere, raising their productivity while maintaining communications control at a central location.

The voice service is designed to be integrated to a hotel PMS or operated directly by staff via portal, depending on what Goyal wants. Like other Spectrum Business products, it is supported 24/7/365 by a team of engineers and technicians to ensure any potential service disruptions are minimal.

“It’s software-driven, so we can change what we need to on the fly,” Goyal explains. “This gives us the capability we need to make changes going forward. These features are really helpful. UC for Hospitality is also scalable, which is important to me moving forward.”

Channeling a bigger future

Syracuse is a city on the rise. Goyal is excited about its future. Businesses attracted by its proximity to institutions of higher learning are relocating to the area. The city also continues to draw many visitors to the concerts, car shows, graduation ceremonies and an annual state fair held there.

“I am doing a lot of renovation work,” he explains. “Each of our rooms is getting an update, along with our conference center. We are putting in a marketplace, and a 400-square-foot patio and garden in the back with gas-fired pits so our guests can enjoy being outside on milder winter nights.”



Holiday Inn Express Syracuse Airport includes spacious bathrooms, a pool and a fitness center. These combined with enhanced connectivity add up to more enjoyable stays. “Everything goes together,” Owner Arun Goyal says. “All we are doing is the best.”

In large part because of its proximity to the airport, Holiday Inn Express Syracuse Airport already enjoys robust business year-round. Goyal’s goal looking forward is to make his hotel more appealing to return visitors.

“Having the cameras is working out very nicely, and an experience I would recommend to anybody,” Goyal says. “Just having them helps us in many ways. People know we have cameras on the premises. Our employees feel safer, and so do our guests. It’s a deterrent to many things, from theft to vandalism to injuries. And the

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picture I get is excellent. Whether I am viewing it from the hotel itself or from my home in New Jersey, it’s always the same.”

Holiday Inn Express Syracuse Airport is not Goyal’s only business, but it is one in which he invests much passion and time. He talks at length about the complimentary breakfasts being offered every day at his hotel, ticking off the many fresh items his staff makes available. Knowing every guest is having a pleasant stay means a lot to him.

Goyal sees his relationship with Lorenz and her team as essential to that goal. “I’m from an IT background myself,” he notes. “Because of that, I know it makes more sense for me to have a single technology partner like Spectrum Business who not only has proven experience in hospitality, but is capable of delivering more and more services.”

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