


Winning in Hospitality Industry

Paul Squires, Global Lead, Hospitality



HOTEL >



“Being ‘Customer Obsessed’ Is Already the New Normal in Hospitality.”

**HUGH V. FISHER,
Marketing Analyst, Sabre Hospitality**

@ArubaNetworks | #ATM18

Technology & Trends impacting Hospitality industry

Internet is utility



Basic
Human
Needs



Building the Guestroom of the Future

Connectivity for In-Room Technology



Guest
Access



Location



Wi-Fi
Calling



IPTV



Analytics



Staff
Ticketing



IP Cameras



Mobile
Engagement / IoT

Why Hospitality Chooses Aruba

Access Solutions



802.11ac wireless
Multi-gig switching
Lifetime warranty

Architecture and Visibility



App aware QoS / traffic shaping
Predictive services health visibility
Controller or controller-less options

Location Based Services



Wayfinding, push and location sharing
Code-free apps or SDKs
Centralized management over any Wi-Fi

Policy Services



Guest access
Self-service BOH access
PMS integration
Personal Area Networks

HOTEL SEGMENTS

CRUISE LINES

“A city on the sea”

Guest Experience
is priority one
Limited sales opportunities
But one win can make your
annual quota



SELECT SERVICE

Basic services

Room and Bed
Good WiFi is required

CASA
ANDINA
HOTELES

FULL SERVICE

Full services

Room and Bed
Restaurant
Spa
Retail



RESORTS AND CONVENTION

Room and Bed
Restaurants
Spa
Retail
Conference/Convention
Entertainment



A modern hotel lobby with a polished floor, glass walls, and people walking. The scene is dimly lit with warm ambient lighting.

USE CASES

FULL SERVICE HOTELS AND RESORTS

Wi-Fi Coverage and Capacity

- Guest rooms
- Property-wide
- Meeting space

IoT

- Mobile Check-in
- Keyless Entry
- In-room Automation

Increase Ancillary Revenue

- Food and beverage
- Conference and meeting
- Leased spaces

THE **HOSPITALITY** SOLUTION PORTFOLIO

Infrastructure



Ceiling Mount



Access / Agg



Wall-Mount



Controller



Outdoor



Beacons

Management



AirWave



Aruba Central
Analytics, Security, Services

Security



ClearPass

Applications



Meridian



Partnerships

TOP CHALLENGES AND CONSIDERATIONS FOR HSIA



Expectations

94%

Consider WiFi
important when
booking



Capacity

85%

Travel with two or
more devices



Engagement

6 in 10

Are “more likely” to
choose a hotel with
smartphone check-in
and keyless access



Reputation

8 in 10

Take the time to
report a bad Wi-Fi
experience

36%

Won't rebook if
they had a bad
Wi-Fi Experience



Thank you!