

Technology & Trends impacting Hospitality industry

Internet is utility



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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



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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

FULL SERVICE

Full services

Room and Bed Restaurant Spa Retail



RESORTS AND CONVENTION

Room and Bed
Restaurants
Spa
Retail
Conference/Convention
Entertainment

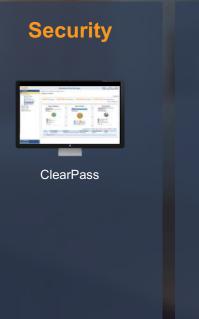




THE HOSPITALITY SOLUTION PORTFOLIO









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



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