



WHERE YOUR NETWORK MEETS YOUR GUESTS

# Aruba User Experience Insight: Hospitality

## INTRODUCTION

### Network is at the center of guest experience

Travelers are combining multi-purpose trips, mixing remote work and vacation, adopting IoT devices and BYOD, and expecting to use their mobile devices to check-in, check-out & perform everything in between. These behaviours have pushed the hospitality industry on the path of unprecedented digital transformation and placed the network at the center of the guest experience.

## CHALLENGE

### A small network glitch results in instant escalation

Guests are always connected to the network via their phone, watch, laptop, etc. They are dependent on the network to take business meetings, organize conferences, upload health data, stream online videos, control room lights, and place hospitality requests. A poor-performing network is NOT acceptable to guests, and certainly not helpful for the staff who are using internal apps for hotel ops. Collectively, these make the job of IT extremely critical.

## SOLUTION

### AI-powered Aruba User Experience Insight

Aruba UXI gives you an effortless way to monitor your network and application performance throughout the day from an end-user perspective. The UXI sensors can assume any role such as a guest or staff, and can test the critical applications being used by these groups of users while providing real-time visibility into what is working for end-users and where the network is failing.

The Web Application Test feature allows IT teams to test end-to-end user workflow on critical applications, AI-powered Incident Detection helps them focus on fixing critical issues first - such as reachability of hotel management software, or connectivity issues in the captive portal.

## A real-life example

A large hotel chain in the US recently upgraded its network infrastructure to support overall hotel management operations and provide a better digital experience to guests. They moved nearly all hotel features over the network - including light and temperature control, on-demand requests, backend operations, and entertainment units. They also revamped their captive portal with all new branding and additional features to heighten the security and data collection capabilities.

Before the upgrade, their IT team received repeated complaints about the captive portal being inaccessible for guests. The IT team had already deployed UXI sensors, however, they were still in the process of onboarding the captive portal on UXI for testing. Once they set up the sensors and began testing the captive portal experience, the IT team got an alert saying that captive portal was not reachable, the sensors immediately and proactively went into automatic triage mode and highlighted that DNS was blocking the new captive portal website due to a misconfigured access point. The IT team rapidly went into action and fixed the misconfigured settings on the access point and validated the action on the UXI dashboard with a green face smiley that suggested that the captive portal was working fine for the end-users.

The IT team deployed Aruba UXI sensors at all strategic locations to monitor end-user experience and fix any network glitches rapidly. All the critical applications including point of sale, customer management, hotel management, printer, IoT, web applications, access points, and switches were configured to be continuously tested for reachability, connectivity, and responsiveness.

## Summary

Aruba's User Experience Insight delivered an immediate return on investment and gained reputation as the go-to solution for end-user experience monitoring. The easy-to-deploy onsite sensors and cloud-hosted dashboard not only reduced truck roll costs, but also improved overall end-user experience.



### Contact Us

© Copyright 2022 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

AAG\_ArubaUserExperienceInsight\_SK\_022822 a00121058enw



Figure 1: Aruba UXI Sensor seamlessly blend into your hospitality infrastructure



Figure 2: Aruba UXI testing critical hospitality services and applications

Learn more about Aruba UXI