

## PARTNER SOLUTION OVERVIEW

# ARUBA & ELEVEN

## Delivering Reliable Guest Wi-Fi by the Numbers

Large hotel brands require a simple, effective way to centrally manage guest Wi-Fi across multiple locations. With disparate legacy networks, a broad range of client devices, rising bandwidth demands, and multiple service providers to manage, it's no wonder that many hoteliers struggle to deliver a consistent, secure, and centrally managed guest Wi-Fi experience.

According to a study by Hotel Internet Services (HIS), over 90% of respondents indicated that access to guest Wi-Fi was "very important," with 58% stating that the quality of guest Wi-Fi was "highly likely" to impact future booking decisions<sup>1</sup>. Clearly, choosing the wrong wireless solution can translate into lower customer satisfaction scores and revenue opportunities.

What are the characteristics of a good wireless guest solution? They include a responsive captive portal, easy-to-use management dashboards, and the ability to monetize the network by delivering targeted and relevant promotions and advertisements.

Eleven creates hospitality guest Wi-Fi solutions for brands worldwide. The ElevenOS hospitality platform features Property Management System (PMS) integration with bill-to-room capability, loyalty system integration for Wi-Fi access via program membership, and conference and event connectivity management.

Aruba and Eleven have partnered to integrate Aruba's wireless infrastructure with ElevenOS for more reliable, scalable and easy-to-use guest Wi-Fi. Guests connect to Aruba 802.11ax (Wi-Fi 6) and 802.11ac (Wi-Fi 5) access points through the ElevenOS captive portal, which sends user and device data to the ElevenOS Wi-Fi management platform.

## HOW IT WORKS

When a guest enters a property, they're prompted to join the network using a customizable captive portal. The guest is centrally authenticated onto the Aruba network regardless of the service provider used. Once on the network the guest can access conference groups, request personal area networks, view promotions, or request tiered access.

Authentication options include Hotspot 2.0/Passpoint™ auto-authentication, PMS or loyalty sign-in, and e-mail sign-in.

Whether it's a single property or a global chain, all locations can be managed via a web interface that is user-friendly and designed for non-technical employees. Front desk and non-IT staff members can set up customized dashboards to create promotions, modify connectivity plans, manage conference Wi-Fi access, create personal area networks, view network usage and devices, and modify tiered access.

## CERTIFIED INTEROPERABILITY

We've taken the guess work out of cloud-managed Wi-Fi by certifying the interoperability of ElevenOS with Aruba infrastructure. To configure the Aruba controller with ElevenOS, simply create a whitelist and set up a RADIUS server with a server group. From there, set-up the XML server, set the AAA Profile, and configure L3 authentication. Joint deployments with Aruba and Eleven deploy faster and are easier to maintain.

<sup>1</sup> (2019). Hospitality WiFi Study of Guests and Hoteliers. Simi Valley, CA. Retrieved from hotelwifi.com

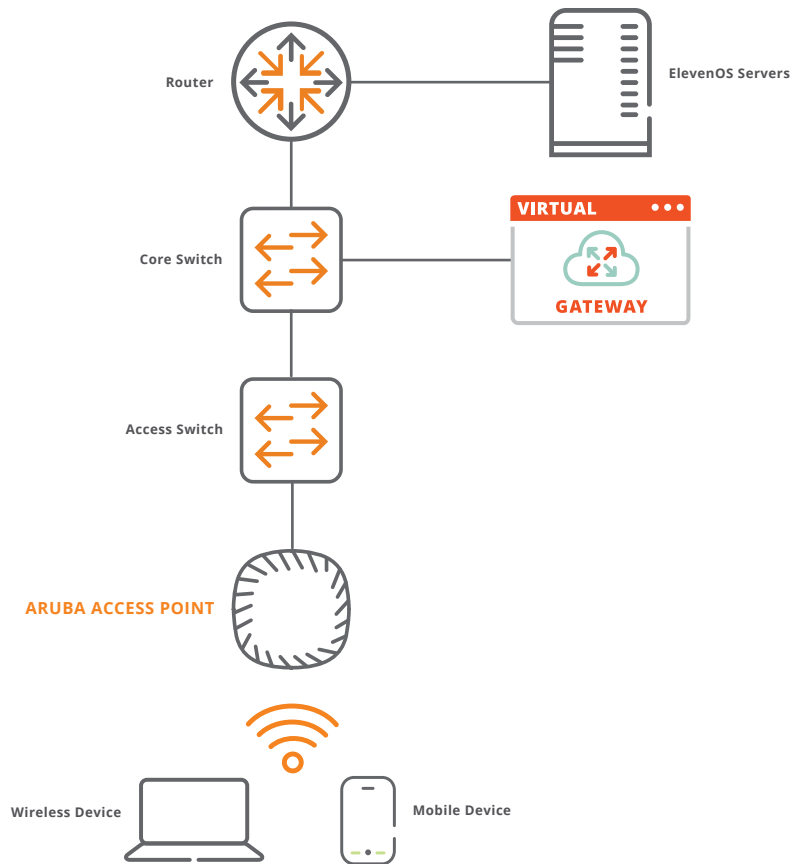


Figure 1: Aruba and Eleven Joint Solution Diagram

## SUMMARY

Aruba's secure mobile platform is the ideal way to deliver a great guest Wi-Fi experience, while Eleven simplifies guest management across multiple locations, devices, and providers. Contact your local sales representative to see how Aruba and Eleven enable an end-to-end managed Wi-Fi solution that is seamless, simple, and secure.

For more information on Aruba wireless, please visit:  
<https://www.arubanetworks.com/products/networking/access-points/>

For more information on Eleven, please visit:  
<https://www.elevensoftware.com/>