

## SOLUTION OVERVIEW

# PERSONALIZE YOUR HOTEL GUEST EXPERIENCE

## INTRODUCTION

Network connectivity at a hotel is no longer just about high speed Internet access. Today, technology enables venues to offer their guests an immersive, personalized experience that boosts guest loyalty and increases hotel revenue. From wayfinding and push notifications, based on an individual's location and personal preferences, to simplified check-in/check-out, and a more home like experience, mobility solutions allow travelers to have a "wow" experience every step of their journey.

Predictive, proactive, and actionable data opens the door to new travel experiences. With the proliferation of IoT devices and deployment of the latest technologies like Bluetooth Low Energy (BLE) beacons, and armed with data to capture the traveler's preferences, all that's needed to ensure endless possibilities for a dynamic and personalized customer experience is a well thought out mobile app and guest engagement strategy.

## THE ARUBA HOSPITALITY SOLUTION

Aruba, a Hewlett Packard Enterprise company, helps hospitality venues improve their property operations while also engaging a more connected, mobile traveler. With Aruba, your hospitality venue can:

- Offer high-speed, gigabit Wi-Fi across your entire property, from the hotel room to the pool and beach.
- Create a simple to use personal area network so guests can have a home like experience while traveling.
- Eliminate unused wired ports and optimize the WAN to improve guest Internet access and operational costs.
- Run VoIP, back of house apps, and security cameras over Wi-Fi.
- Automate guest Wi-Fi access for individual guests as well as large groups and conference attendees.
- Leverage location-based services to create targeted advertising that boosts food and beverage opportunities.
- Boost loyalty programs and reward VIP customers with location-aware push notifications.
- Provide guests with maps and real-time navigation to nearby points of interest on the property.
- Manage upfront costs by offering simple and flexible financing option through HPE Financial Services.



Aruba Access Points 203H, 345 and 360

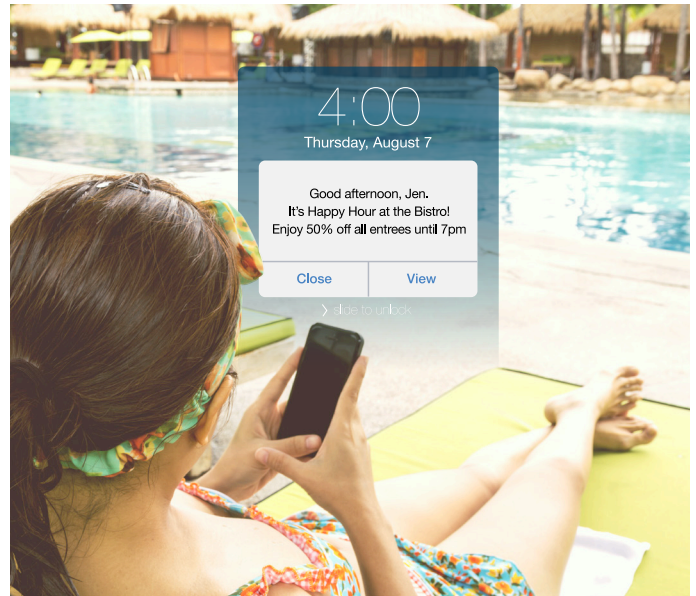
## WI-FI IS YOUR MOST PRECIOUS AMENITY

Guests travel with multiple devices, and expect to stream high-quality video and audio. In order to manage higher bandwidth demands, hotels need to expand throughput requirements while intelligently optimizing traffic to maximize the use of their network connections.

- 802.11ac Wave 1 and Gigabit 802.11ac Wave 2 indoor and outdoor access points (APs) – ensure high speed Wi-Fi everywhere with flexible deployment options for check-in, pool, and guest room areas.
- Deploy cloud-managed SD-WAN with on-site Branch Gateways to optimize private and public uplinks.
- Multi-gigabit ethernet switches provides future-proof wired connectivity for your APs and other equipment.
- Traffic Analysis with AppRF lets you prioritize data, voice, and video apps in real time. This ensures Property Management System (PMS), voice, point-of-sale (POS), security, and other mission critical apps are always online and accessible.
- Patented ClientMatch technology keeps travelers, conference groups, and staff reliably connected to Wi-Fi without interruption. Mobile devices always connect to the best AP to ensure the fastest possible data as users roam the property.
- Network management tools, such as Aruba AirWave and Aruba Central, make it easy to generate PCI compliance reports, track the application and device experience for individual users, and proactively identify performance and connectivity issues, before users are even impacted, for fast resolution.

## QUICKLY CONNECT GUESTS TO THE RIGHT AMOUNT OF WI-FI

- Automated Wi-Fi network access with Aruba ClearPass Guest makes it easy for individual guests and larger meeting groups to easily and intuitively get their devices connected with appropriate access levels – without paper slips or helpdesk intervention.
- Custom-branded Wi-Fi login portals with targeted advertising provide an additional touch point to reach guests as well as adding an additional revenue channel.



Today's mobile engagement efforts require apps that personalize the guest experience based on identity, location, and preferences.

## PERSONALIZE THE GUEST EXPERIENCE WITH WI-FI ANALYTICS

The Analytics and Location Engine (ALE) works with Aruba WLANs to collect real-time presence data about Wi-Fi-enabled mobile devices while protecting personal privacy. This data (most traversed paths, dwell times, repeat visitors, etc.) integrates with third-party analytics solutions so that venues can understand how guests interact within the venue and better service them.

### SUMMARY

Today's mobile, tech-savvy traveler demands a best-in-class experience when it comes to Wi-Fi and related guest services. Aruba helps hospitality venues boost customer engagement to increase revenue, guest experience, and loyalty.

## GIVE GUESTS AN IN-POCKET CONCIERGE

- The Aruba Meridian mobile app platform lets you easily build an app for your venue that guests can use to book a room, explore the property, see events, and more.
- Aruba Beacons enhance your mobile app and make it location-aware, allowing guests to see their real-time location on a map and search for nearby services.
- Aruba Beacons can also be used to boost loyalty programs and trigger location-aware mobile notifications that personally welcome guests as they enter the property or reward them with discounts to your in-house restaurants.