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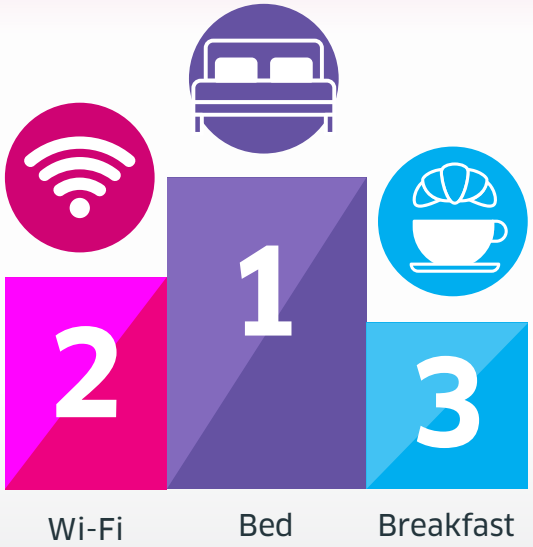
10 Misconceptions
about building a mobile-friendly hotel



Top 3 hospitality amenities*

Source: booking.com survey, 2017.

Mobility questions have been on everyone's mind lately

A warm welcome, comfortable beds, delicious breakfasts: Experienced hoteliers knows what their guests want. Or, at least they knew before a new amenity climbed into the top three demands: **"the Wi-Fi connection".**

Your guests travel with their own devices and expect to use them at their destination: Your hotel. A flawless service is good, but a mobile and accessible one – whenever, wherever – is better!
Mobility questions have been on everyone's mind lately:

- Is it just a matter of bandwidth?
- Can all buildings benefit?
- Does it open the door to security threats?
- How do you marry guest access and data privacy?

Let's explore 10 misconceptions on hospitality mobility!

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1 Mobility is all about boosting Wi-Fi bandwidth

No, it about more than that. It depends on how much you want to develop your mobile business.

challenge

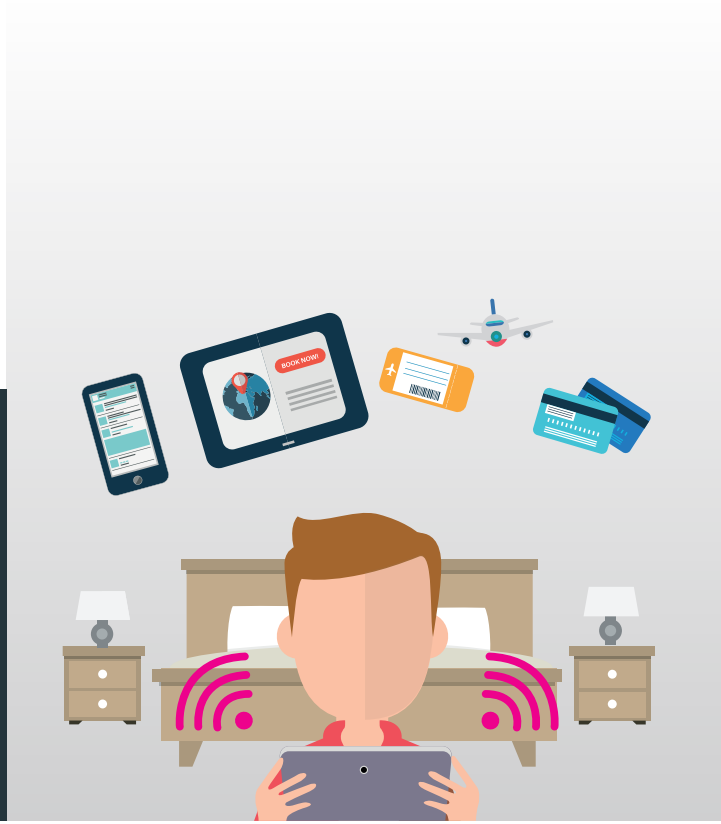
Boosting bandwidth to provide guests and operations with enough connectivity is a common objective for hotels, but providing more bandwidth doesn't necessarily make you a mobile-friendly hotel.

solution

A high throughput connection is important, but it doesn't stop there.

IIf you are considering evolving your mobility approach to include added-value services, you need to think about other aspects such as connectivity anywhere on the property with a consistent and personalized experience.

Also, other aspects need to be considered such as guest privacy, cyber security, easy connectivity of multiple personal devices and access to personal content.



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2 A few more access points is all you need

Mobility should be a comprehensive solution that includes guest access and security.

challenge

Wireless coverage is important to offer your guests the necessary bandwidth. But going mobile is not simply a case of adding a few more access points around the hotel.

solution

Consider a complete and intelligent solution able to adapt to changing guest traffic

When choosing a vendor, consider a solution that ensures simple and secure guest access and authentication.

Connectivity also needs to be intelligent and 'follow' guests around the premises, provide access to services wherever and whenever they need them.

Some APs can continuously monitor connection metrics from mobile devices and use that data to steer a device's connection to the most appropriate AP.

This will prevent the Wi-Fi network from slowing down as people move throughout the hotel grounds.

Wondering which access points be the best choice for your property? Try the OmniAccess Stellar WLAN selector! Expert teams help you design the best configuration for your current and future hotel plans

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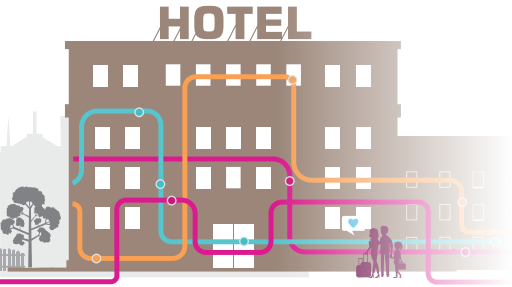
3 Old buildings need walls removed for quality Wi-Fi coverage

Fear not, there are other ways!



challenge

Providing consistent Wi-Fi access can be a major headache, true. Not just because of the number of users, devices and amount of data on the network, but because often the buildings were not designed with networks in mind!

solution

For this case, specialized hospitality access points acting as 'mini-switches' ensure access to internet

Old buildings with thick walls or metal structures make it difficult to run all the cables you need to support room technology.

For this case, specialized hospitality access points offer access to internet, telephony and video entertainment, only with a much smaller footprint.

When it is impossible to bring Ethernet to some areas of the hotel, Wi-Fi meshing can provide the solution without cables.

BEHIND THE SCENES

The 140-year-old Waldhaus Flims Alpine Grand Hotel & Spa recognized this problem, but through the use of hospitality access points (AP), the hotel rooms could each be connected via a single LAN cable

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4 Mobility means Wi-Fi in the lounge and rooms

No. Your Wi-Fi services should follow guests and devices.

challenge

Your guests want to get connected freely, not while being stuck in your lobby or in their room. Think beyond the guest rooms and lobby and include wellness centers, spas, pools, restaurants, and bars. It will give you an important differentiator and competitive advantage.

solution

Don't forget about connecting in outdoor spaces.

Parking lots, outdoor swimming pools, recreational areas, gardens, shuttle buses and **every corner of your property!**

And always **bear the future in mind:** If you want to go beyond mere connectivity and bandwidth to more **personalized services,** access from anywhere on the property is a must.

BEHIND THE SCENES

For very large properties such as The Emirates Palace in Abu Dhabi, **pervasive Wi-Fi and guest mobile application** is an essential service for both guests and the hotel team. It also offers guests free voice services on their own devices, which would not be possible in the Middle East, where mobile VoIP comes at a cost.

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5 Mobility is just for guests

Not if you want to improve efficiency and accelerate guest services.

challenge

Hotel staff should be contactable anytime, anywhere, irrespective of where they are on the property.

Bedroom | Back office | Outdoors | Lobby

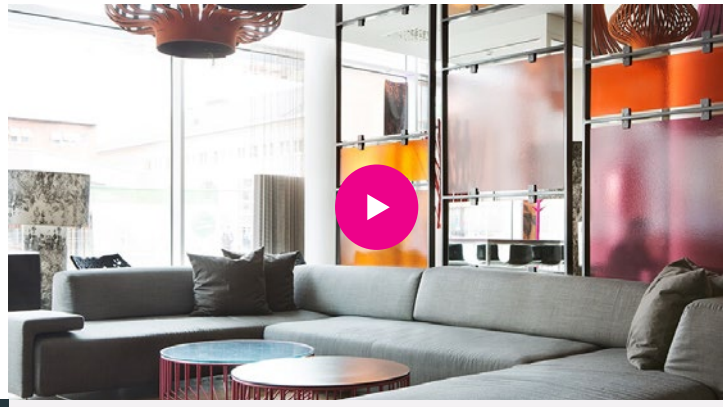
solution

Mobility will help employees be more reactive to guest demands

Housekeeping can instantly report room availability to the reception desk, log and respond to **on the move.**

Bar and restaurant employees can respond to guest requests **at any moment,** not just when they are behind the counter.

BEHIND THE SCENES



In hotels such as **Winn Hotel in Sweden**, enhanced mobility services are enabling staff to be reachable anywhere on-site employees be more reactive to guest demands.

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6 Mobile services = A mobile application with a chat service

It is far beyond that!

challenge

Mobile services should go beyond a simple hotel-branded mobile application and offer guests added-value services.

Self check-in | Services during the stay | Room automation | Self check-out

solution

Integrate mobile and traditional technologies for a seamless experience

Today's open APIs (application programming interface), make it easier than ever to integrate voice, messaging and added-value services.

The mobile app can become a command central for the guest experience – check-in/check-out, a guest room key, paying for services, and even controlling guest room settings such as temperature and lighting.

BEHIND THE SCENES

The Winery Hotel in Sweden integrated voice capabilities into a bespoke eConcierge application. This allows them not only to offer a **fully mobile guest experience** on guest personal devices (including messaging and voice), but also additional services like booking a winery visit and a traditional Tuscany restaurant table

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7 Embracing mobility makes hotels vulnerable

Not if security is thoroughly considered when choosing your mobility solution

challenge

Hotels are increasingly a target for hackers and data thieves. Hotels and venues need to be welcoming to guests and their devices. But with so many mobile, wearable and IoT devices entering the hotel space, balancing guest access while keeping data, hotel functions and back-end services secure is vital.

solution

Use IoT containment

Containerization technology allows the creation of virtual isolated environments (IoT containers) on a single converged network.

Groups of users and devices have separate containers and cannot see or interact with other hotel team containers. Groups such as guest access container, finance department container, IP cameras and alarm systems container.

This allows enforcement of quality of service (QoS) and security rules within each container and to reserve or limit bandwidth, prioritize traffic and block undesired applications.

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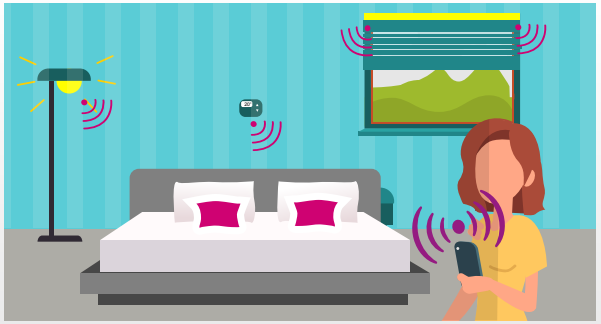
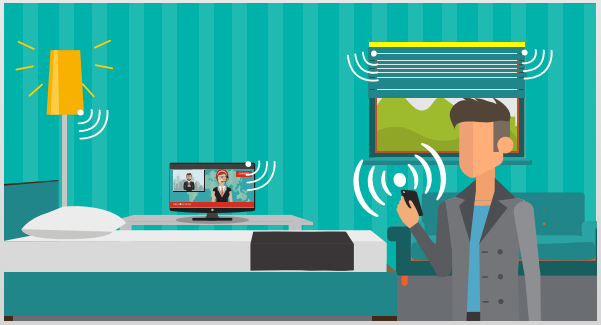
8 Security limits guests' ability to surf freely

Not if your security approach goes down to the guest-level.

challenge

Hotels need to consider what devices each guest interacts with - smart TVs, other smart objects, intelligent room assistants and even climate control.
With guests able to connect and mirror movies to the IPTV, how do you make sure they will not connect and stream to the TV next door?





solution

Hotels need to get connected while being smart about network security

A solution is the **Personal Area Network (PAN).** A PAN is almost like having a dedicated Wi-Fi network for every room, where guests can interact with room technology as they'd expect at home – but crucially **only in their room.**

Yes, hotels need to get connected, but they need to be smart about network security and the technology that is now available to enable them to do just this.

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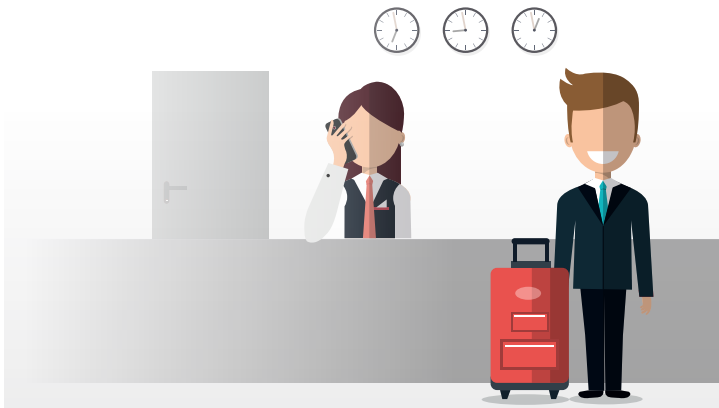
9 Mobility = High costs, slow revenue

It depends how it is planned and what services you develop from it.

challenge

Can your Wi-Fi infrastructure help generate new business? What change in your current amenities would motivate guests to visit or spend more? The answer is enabling guest personal devices to have a mobile friendly, personalized experience.



solution

The key to unlocking this is the guest's personal device

Consider customer requests, such as premium Wi-Fi or premium content, and think about revenue models that would work for your target guest.

Innovate the way you offer your amenities with location-based services. Send a happy hour voucher to guests walking by the bar.

Or if there is a cancellation at the spa, notifying interested guests and offering them a discount could fill in for the missing guest's appointment. Understand guests movement patterns, and then use this knowledge to optimize the placement of advertisement or position your staff more strategically.

Use the **Wi-Fi ROI tool** to calculate your ROI, based on your property surface, number of rooms and occupancy rate!

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10 Deploying and maintaining pervasive Wi-Fi requires important IT resources

Not with simplified network management.

challenge

How do you choose a network management solution (for both wired and wireless) that could allow you to better manage IT time and resources? Are several solutions necessary?

solution

No need for multiple solutions

Choose a provider that can offer a single solution to manage your Wi-Fi and wired network as a whole

The solution should be able to:

- Provision, monitor and manage network elements and resources of the entire property, including pool areas, parking lots, outdoor spaces, and all inside areas of the hotels such as maintenance and housekeeping areas.
- Provide consistent security and priority policies across the access layer on both wired and wireless networks.
- Offer application awareness and control across the network.

BEHIND THE SCENES

Radisson Blu Hotel, a 583 guestroom hotel located in Doha, maximized its limited IT resources by deploying easy to manage wireless internet throughout the hotel property. Guests get internet access anywhere in the hotel, and employees, such as thehousekeepers, can be connected on the move with Wi-Fi handsets with full telephony features.

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