

ALE

Where  
Everything  
Connects



## Hospitality in a digital world

How to move forward  
with mobility

### Hospitality Solution Brief

Alcatel-Lucent OmniAccess Stellar WLAN  
July 2017

Alcatel·Lucent   
Enterprise

# Modern challenges in hospitality

Hospitality organizations are looking at wireless technology to help transform their services to meet today's challenges.



## Keeping up with guest expectations

Few travelers today will arrive at a hospitality venue without a mobile device. In fact, some 86% of us will carry two or more<sup>1</sup>. Our expectations are changing. Wi-Fi is now the essential amenity we look for at a hotel. It's a deal-breaker: no Wi-Fi, no return stay. In fact, both leisure and business travelers say that it's more important to have Wi-Fi at a hotel, along with air-conditioning, than breakfast<sup>2</sup>.

As with everything, the more we have, the more we want. Ordinary Wi-Fi is no longer good enough for a generation wanting streaming services and video on demand during their stay. In a recent survey, more than a quarter of guests (26%) wanted super-fast Wi-Fi with 11% of them even willing to pay more for the service<sup>3</sup>.

It's part of the need for constant connection and the enthusiasm for room automation, with the convenience of apps that control everything from the lights to the shutters or door-lock. Nearly half (48%) of guests in one survey said they would choose one hotel over another if it had a mobile application<sup>4</sup>.

<sup>1</sup> 10 Hospitality Technology Trends You Need To Know, SmartBrief, 2013  
[[http://www2.smartbrief.com/hosted/ad2187/Hospitality\\_Trends\\_2013.pdf](http://www2.smartbrief.com/hosted/ad2187/Hospitality_Trends_2013.pdf)]

<sup>2</sup> The Business Traveler's Hierarchy of Needs, Arbitrip.com, 2017

<sup>3</sup> 2016 trends in Hospitality and Travel, ReviewTrackers.com

<sup>4</sup> Mobile "App"titude: Hospitality's New Normal, Hospitality Technology, 2017



## Keeping hotels running efficiently

Mobile technology is particularly well-suited to the hospitality industry, as guests and staff are so frequently on the move around the property. Here are a few ways mobility can increase efficiency:

- Mobile apps can streamline check-in and check-out as well as the reservation process
- Alerts or calls between mobile devices increases efficiency and enhances communication, such as housekeeping staff sending a code to reception when a room is ready
- In boutique hotels, a smartphone with mobile apps can be used to manage guest requests, replacing the reception desk
- Special “man-down” applications for smartphones can help maintain safety across properties

To meet guest’s technology expectations, hotels are focusing their investments in these three areas<sup>5</sup>:

- Improving cybersecurity - **62%**  
Protecting both payments and confidential data
- Upgrading guest-room technology - **56%**  
Using the power of the Internet of Things (IoT) to create new mobile-controlled services
- Adding bandwidth - **45%**  
Expanding Wi-Fi coverage and supporting infrastructure to improve mobility

<sup>5</sup> 2016 Lodging Technology Study: <http://hospitalitytechnology.edg.com/reports/2016-Lodging-Technology-Study103760>



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## Lockout

A ransomware attack on the electronic key system of a luxury hotel in Austria resulted in hundreds of guests being locked out of their rooms. The hackers also took control of the hotel's reservation system and cash desk until a ransom of €1500 in bitcoins was paid.

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### Keeping revenues high and costs low

Personalized services that recognize a guest's importance, such as mobile check-in and special upgrades for returning customers, inspire greater guest loyalty, increasing revenue and occupancy rates. To work, they need the support of reliable, simplified IT operations, that reduce total cost of ownership (TCO) and enable staff to operate more efficiently.

### Preparing hospitality for a digital world

The hospitality industry is being shaped by mobility and IoT:

**Mobility** - with the wireless connectivity for guests and staff alike to have access from anywhere and on any device, and enjoy the same quality of experience, wherever they are.

**Internet of Things** - incorporating IoT devices in guest rooms and open areas provides the intelligence to cut costs and improve customer service. Smart sensors can be used to manage energy use - such as dimming the lights when natural light is bright - or identifying maintenance issues before they become costly problems, such as an overflowing bathtub, an overheating appliance or burst pipe.

### Connectivity everywhere

Increasingly, hotels and venues need a reliable wireless network to support greater mobility and the Internet of Things. Unfortunately, legacy Wi-Fi networks struggle to deal with life in a digital era.

- Increased traffic, with new streaming services and data-intensive applications, is overloading networks
- Demand for fast Wi-Fi deployment and high-quality services can overwhelm IT staff and resources
- Security is hampered by IT complexity and the difficulty of managing separate wired and wireless networks

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## Creating one, reliable hospitality network

ALE's network architecture changes all that. It provides the digital foundation for mobility and collaboration everywhere, through a unique combination of distributed wireless controller architecture, unified access, intelligent fabric, smart analytics and IoT containment with multi-layered security.

## A different experience for every guest

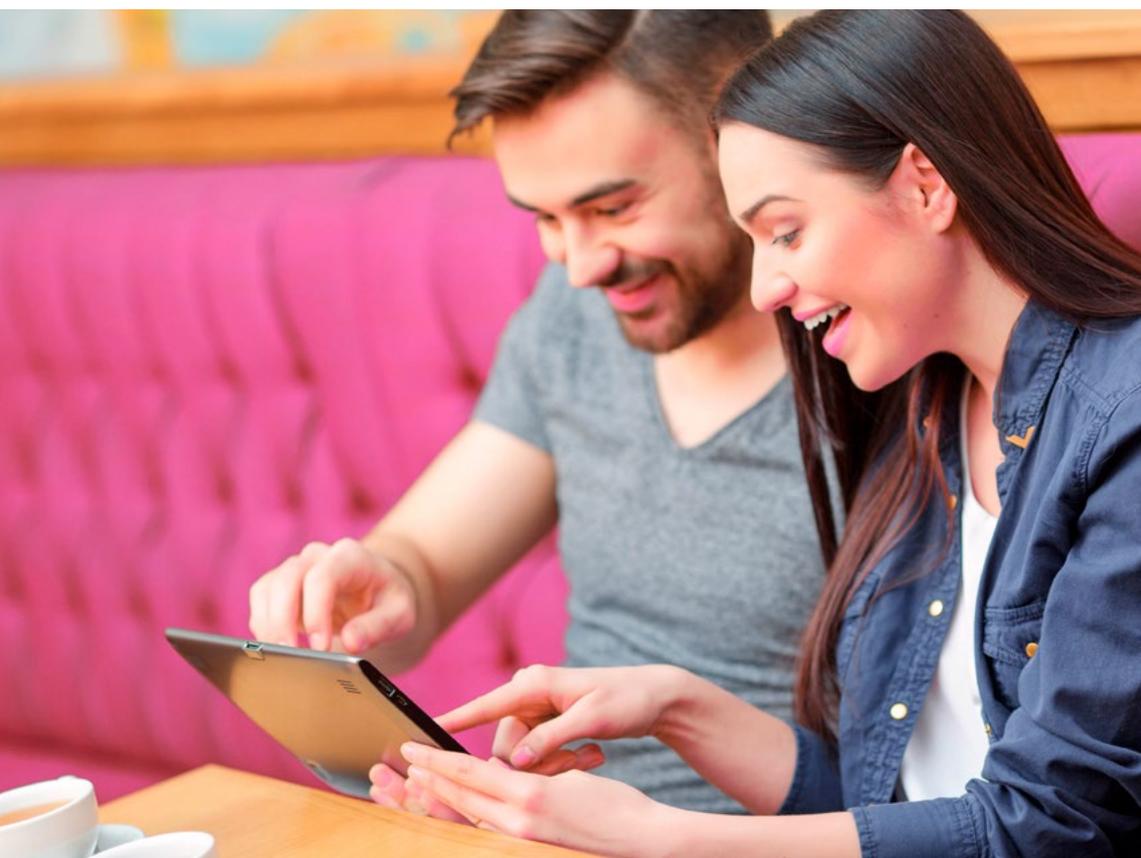
User profiling ensures network access is secure. Each user is recognized by their profile and then authorized by the network before they are allowed access. User profiling allows you to attach different services for staff and individual guests, such as VIP entry or special promotions.

Unified access ensures the same services or security policies apply to each user across the hotel property, so it's a seamless experience for them as they move, for example, from the health and fitness area to a meeting space or guest room.

## The network as revenue generator

Visibility across the network, users, devices and applications gives you greater control. Applying smart analytics to the data provides valuable information that can be used to enhance the guest experience. You could, for example, discover where people spend their time, find out the peak times for their visits and establish whether they are new or returning guests. This enables development of personalized services:

- Provide directions on big properties, such as where to find the barbers' shop or the kids' play pool
- Push promotions or ads to guest mobiles as they pass by onsite shops or bars, etc.
- Enable VIP guest recognition so you can offer automatic check in and have the room set to their preferences



## Security everywhere and anywhere

The way to create a simple, yet secure, digital environment is to manage risks at all levels. Policy-based rules and profiles determine the right level of network access for devices along with monitoring the network and application traffic. IoT containment is also used to securely and automatically connect any device.

IoT devices often lack security protocols, making them a potential entry point for any security breach. IoT containment places these devices in virtual network containers, which are simpler and more cost effective to deploy and manage than separate physical networks. They also isolate and contain any security breaches.

## Your network on demand

ALE offers a global reach with a local focus. To make sure that you have the most available and up-to-date network services, that can scale to meet peaks in demand, we offer new business models that allow you to pay by use.

## The new generation wireless concierge

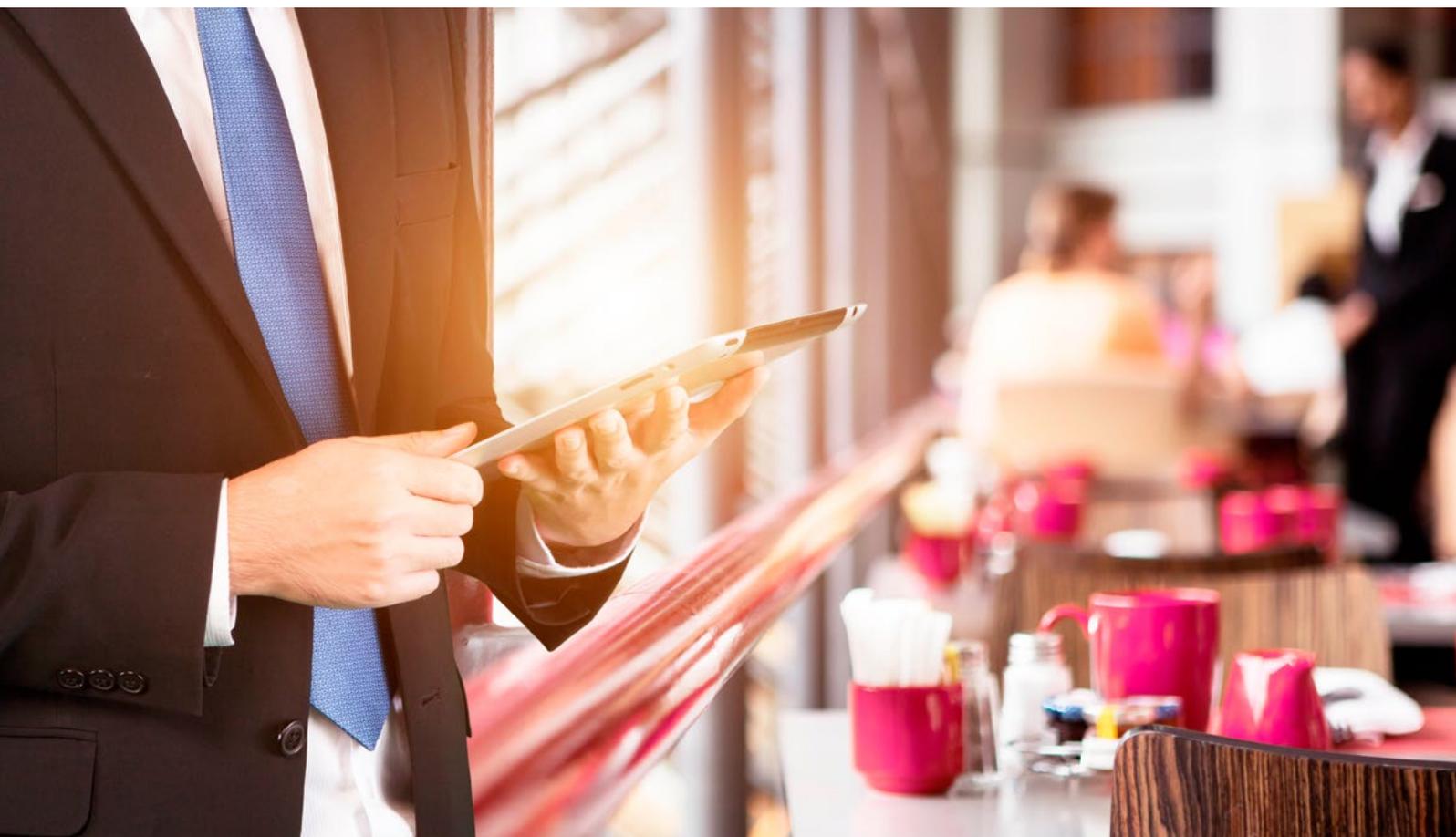
Central to providing seamless mobility across your hospitality environment is the wireless LAN. Alcatel-Lucent OmniAccess® Stellar WLAN delivers enterprise-grade features with operational simplicity, at a low total cost of ownership (TCO). Our next generation wireless access points support:

- 802.11ac Wave 1 and Wave 2 standards
- Gigabit and multi-gigabit Ethernet connectivity
- Location based services through Bluetooth low energy beacons
- Operations in harsh outdoor environments
- Simple and secure onboarding and guest management

Combined with centralized management for large-scale deployments they support:

- Unified wired and wireless networks (when used with Alcatel-Lucent LAN solution)
- Role-based policies
- Smart analytics
- Distributed intelligent control
- Advanced wireless features





## New wave of benefits

The OmniAccess Stellar WLAN solution makes Wi-Fi work harder for you. It provides an efficient, cost-effective and scalable way to enable mobility for your staff and guests and accelerate adoption of IoT-based services.

- Easy connectivity provides a better, secure user experience for guests and employees alike
- A unified network (wired and wireless when used with Alcatel-Lucent Enterprise LAN solution) provides a seamless user experience, with cloud-enabled management ensuring the best quality of service
- The distributed intelligent controller architecture provides better performance and high availability and scalability, while reducing complexity and lowering TCO
- Growth is easier, with high speed Wi-Fi, better radio coverage and a flexible, scalable cloud-based management solution
- It's a future-proof solution, built on the latest technologies and services to protect your investment

To find out how to connect anywhere and everywhere with the benefits of mobility.

**Visit: <https://www.al-enterprise.com/en/stellar-mobility-wifi>**

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### Connected Hospitality

We help you connect with your guests by delivering technology that works. For your hotel, resorts and cruise lines. With global reach and local focus, we deliver purpose built networking and communications for hospitality to drive immersive, real-time engagement.

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