Hospitality Wi-Fi selector report

Alcatel-Lucent OmniAccess Stellar WLAN Solution

Thank you for downloading this report on hardworking Wi-Fi. It is your personal guide to the solutions within the Alcatel-Lucent OmniAccess® Stellar WLAN product line, and how they can make hospitality even more welcoming for guests – and even more rewarding for your business.

Guests now expect fast Wi-Fi for seamless communication and video-on-demand services. They even expect mobile control of automated room features, from the lights to the door-lock. Just as importantly, mobile technology can also help you run your hospitality business more efficiently.

That's why reliable, secure and fast Wi-Fi is moving to the top of the agenda for hotels and other hospitality organizations when they are deciding what's important for their businesses – and their guests.

What's important for you and your guests?

Few travelers today will arrive at a hospitality venue without a mobile device. Stats show that 86% of guests will take two or more devices.[1] It makes Wi-Fi performance a critical consideration – ranked by most guests as more important than breakfast.[2] So it should be no surprise that this fact is shaping the way businesses in your sector are thinking about the way they invest in technology to keep ahead of their competitors:

1. Keeping up with guest expectations

Wi-Fi is now the essential amenity we look for at a hotel. It's a deal-maker: No Wi-Fi, no return stay. It's part of the need for constant connection and the enthusiasm for room automation, with the convenience of apps that control everything. Nearly half (48%) of guests in one survey said they would choose one hotel over another if it had a mobile application.[3]

2. Keeping hotels running more efficiently

Mobile technology is a natural fit for the hospitality industry, where guests and staff are frequently on the move around the property yet want to keep in touch with what's important for them. For example, mobile apps can streamline check-in, check-out and reservations. And alerts or calls between mobile devices can boost efficiency and improve communication.

[1] 10 Hospitality Technology Trends You Need To Know, SmartBrief, 2013 [http://www2.smartbrief.com/hosted/ad2187/Hospitality_Trends_2013.pdf]

[2] The Business Traveler's Hierarchy of Needs, Arbitrip.com, 2017

[3] Mobile "App"titude: Hospitality's New Normal, Hospitality Technology 2017

3. Keeping everyone and everything safe

With the exponential growth in the Internet of Things (IoT) and other mobile devices – both for guests and staff – network connectivity now needs to come with security built-in. Threats are becoming more and more sophisticated, and they come in many different and constantly evolving forms, such as ransomware, data breaches, malware, botnets, and phishing.

4. 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 revenues and occupancy rates. To work, they need the support of a modern Wi-Fi network and reliable, simplified IT operations, that reduce total cost of ownership (TCO) and enable staff to operate more efficiently.

As you'll see over the course of this report, the OmniAccess Stellar WLAN product line has been designed with these hospitality needs in mind. However, the report itself is only an initial guide to what may be the specific needs and requirements of your individual organization.

We hope you find this report relevant and valuable. Once you've read it, please get in touch with us at: **www.al-enterprise.com/contact-us**

Hardworking Wi-Fi for stellar hospitality performance

Alcatel-Lucent OmniAccess Stellar WLAN

Who goes on a trip without taking a mobile device? As 86% of guests will take two or more devices with them.[1]

It makes Wi-Fi performance a key amenity for a guest's stay, which has been surprisingly ranked by most as more important than breakfast.[2]

Guests now expect fast Wi-Fi – for seamless communication and video-on-demand services – as well as mobile control of automated room features, from the lights to the door-lock.

Just as importantly, mobile technology can also help you run your hospitality business more effectively:

- **Increase efficiency** – with mobile apps streamlining everything from check-in to check-out and enhancing communications between staff.

- **Improve safety** – with security built-in to the WLAN to provide better protection against network threats introduced by the growth of the Internet of Things and mobile devices.

- **Raise revenues, lower costs** – with support for personalized services that generate more business and increase customer loyalty as well as simplified operations that lower TCO.

Wi-Fi for next generation Hospitality

Central to providing seamless mobility across your hospitality environment is the wireless LAN. OmniAccess Stellar WLAN product line delivers enterprise-grade features with operational simplicity, at an affordable price.

- **Easy connectivity** – with a better user experience for guests and employees alike

- **A unified network (wired and wireless*)** – gives a seamless user experience anywhere and everywhere

- **The distributed virtual controller architecture** – enables better performance, high availability and scalability, across the WLAN, while reducing complexity and lowering TCO

- **Quality of service** – is better with high speed Wi-Fi, expanded radio coverage and a simple, scalable cloud-based management solution

- **Your investment is protected** – through a future-proof solution, built on the latest technologies and services

[1] 10 Hospitality Technology Trends You Need To Know, SmartBrief, 2013 [http://www2.smartbrief.com/hosted/ad2187/Hospitality_Trends_2013.pdf]

[2] The Business Traveler's Hierarchy of Needs, Arbitrip.com, 2017

* When used with Alcatel-Lucent LAN Solutions

Flexible solutions to suit you and your guests

With our global reach and local focus we can provide hard-working Wi-Fi to suit any hospitality environment.

Small WLAN	Medium-sized WLAN	Large WLAN	Multi-site WLAN
For compact, self-contained sites, such as a boutique hotel.	From larger boutique hotels to standalone hotels.	Big, multi-room hotels and hospitality events.	Connecting several sites into a single WLAN, such as a hotel campus.
Entry level APs AP1101	**Mid-level APs** AP1221 – built-in antenna AP1222 – external antenna connecters	**High-end APs** AP1231 - built-in antenna AP1232 – external antenna connecters	**High-end APs** AP1231 – built-in antenna AP1232 – external antenna connecters
For linking several smaller sites or parts of a complex.	**Outdoor AP** AP1251	**Mid-level APs** AP1221 – built-in antenna AP1222 – external antenna connecters	**Mid-level APs** AP1221 – built-in antenna AP1222 – external antenna connecters
Mid-level APs AP1221 – built-in antenna AP1222 – external antenna connecters	**Managed deployment** Alcatel-Lucent OmniVista 2500	**Outdoor AP** AP1251	**Outdoor AP** AP1251
Outdoor AP1251	**Distributed Intelligent Architecture**	**Managed deployment** OmniVista 2500	**Managed deployment** OmniVista 2500
Standalone deployment Wi-Fi Express	**Location-based services** Alcatel-Lucent OmniAccess Stellar Indoor Location-Based System	**Distributed Intelligent Architecture**	**Distributed Intelligent Architecture**
		Location-based services OmniAccess Stellar Indoor Location-Based System	**Location-based services** OmniAccess Stellar Indoor Location-Based System

Built for hospitality

The OmniAccess Stellar WLAN product line provides a simple, efficient enterprise-grade solution to provide the best user experience for guests and staff across your premises.

Entry-level AP

AP1101

At 3x the speed of previous industry-standard access points, the AP1101 is designed specifically for use in smaller hotels and hospitality environments.

- The 802.11ac Wave 1 access points are plug-and-play with up to 1.2 Gb/s throughput
- Fine-tuned for specific applications such as voice or video
- Especially cost-effective for smaller wireless networks
- Simple to use for user account creation and management with no IT skills needed
- Scale up to **32 APs** (AP1101 **only** cluster)

Mid-level APs

AP1221 – built-in antenna
AP1222 – external antenna connecters

These access points support the latest Wi-Fi standard, 802.11ac Wave 2.

- High-speed Wi-Fi with up to 2.2+ Gb/s throughput

- Better user experience through a higher density of devices with no performance drop

- Optional Bluetooth low energy beacon radio makes location services possible

- Scale up to **64 APs** in a cluster

High-end APs

AP1231 – built-in antenna
AP1232 – external antenna connecters

These access points have a rapid 4.2+ Gb/s throughput.

- Best radio coverage high-speed Wi-Fi is simple to deploy and scale

- Supports a higher density of devices with no drop-off in performance for a better user experience

- Easy monitoring of locations and tracking of people and medical assets using embedded Bluetooth low energy beacon radio

- Scale up to **64 APs** in a cluster

Outdoor AP

AP1251 – built-in antenna

Designed to work well in any weather conditions.

- Reliable Wi-Fi performance supporting 802.11ac Wave 2 with a data rate of 1.2 Gb/s

- Fast, dual-radio operation with best-in-class RF management

- Flexible deployment with two gigabit link ports, one for the network and one for a device, such as a surveillance camera

- Scale up to **64 APs** in a cluster

Access point management

Standalone deployment for smaller premises:
Wi-Fi Express

This lets you manage any of the Stellar WLAN access points directly from your web browser. Access points are automatically added and it's simple to set up who can have wireless access – when, where and for how long – in a guest management portal. Supports up to 64 Stellar access points (32 access points if it's an AP1101-only cluster).
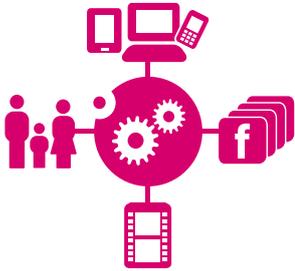
Managed deployment: OmniVista 2500

Save time and money and provide a seamless user experience with unified management of both your LAN and WLAN, through a single dashboard:

- **Secure mobility** – with best quality of service across the whole organization

- **Smart analytics on network activity** – so you can maximize available bandwidth limiting some applications, such as social networks for staff, and prioritizing related applications like video-conferencing for conference guests

- **Access management for guests and staff** – using rule-based policies to set access criteria and automatically on-board devices

- **Quick and easy scalability** – up to 512 access points*

* OmniVista 2500 required for more than 64 APs

Distributed Intelligent Architecture

Uniquely, OmniAccess Stellar WLAN distributes intelligent control to each access point. This allows:

- **Better radio coverage** – with automatic choice of the best frequency and channel to avoid interference

- **Maximum bandwidth allocation** – so devices can support more clients

- **Superior user experience for each client device** – automatically connects devices to the highest capacity access points

- **Fastest speeds** – even for older devices through fair airtime access

- **More reliable network coverage** – through a self-healing network

- **Best quality of service** – with automated services not impacting the user experience

Location-based services

OmniAccess Stellar Indoor Location-Based System can monitor locations, track people and assets using optional or embedded Bluetooth low energy beacons and scanners. These enhance the guest experience, using geolocation and geofencing to develop personalized services such as:

- Directions on big properties, such as where to find the barbers' shop

- Push promotions or ads to guests' mobiles as they pass by onsite shops, bars

- VIP guest recognition for automatic check in, setting the room to their preferences and so on

For a more detailed consultation and assessment, please contact us today and one of our hospitality specialists will be happy to advise you.
www.al-enterprise.com/contact-us

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.

ALE | **Where Everything Connects**

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