Hospitality
Wi-Fi selector guide
Thank you for downloading this guide on hardworking Wi-Fi. It is your personal guide to the solutions within the Alcatel-Lucent OmniAccess® Stellar WLAN Wi-Fi 6 and Wi-Fi 5 portfolio and how they can make hospitality even more welcoming for guests – and even more rewarding for your business.

Guest Wi-Fi, customers mobile apps and guest streaming services, are leading in hospitality tech upgrades following current guest requirements. The rising trends of voice-activated rooms or systems, enhanced personalization through location-based services, common hotel spaces as connectivity lounges, and omni-channel experiences put a lot of pressure on hotel Wi-Fi networks (Source: Alcatel-Lucent Enterprise Hospitality Digital Transformation Survey)

That’s why reliable, secure and fast Wi-Fi is moving to the top of the agenda for hotels and other hospitality organizations.

What’s important for you and your guests?

Few travelers today will arrive at a hospitality venue without a mobile device. The 2018 Hospitality Technology study shows that 85% of guests consider access to free Wi-Fi a key driver in booking decisions.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 how 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 The 7th Annual Customer Engagement Technology Study, 2018
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. For example, a recent survey has shown that 55% of guests deem mobile check-in an important factor in choosing a hotel.4

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

*Hospitality Technology’s 2017 Customer Engagement Technology Study

We hope you find this guide 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? 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.

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 solution with operational simplicity, at an affordable price. The OmniAccess Stellar WLAN portfolio now includes a new range of APs supporting the latest 802.11ax Wi-Fi 6 standard. Wi-Fi 6 is especially designed to address the increasing deployment of IoT devices in hotels as well as the need for high quality connectivity for guests, especially in dense environments like hotel lobbies, convention centers and auditoriums.

- **Secure & 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

- **High Performance & Scalable 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

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* 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.

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For compact, self-contained sites, such as a boutique hotel.

For linking several smaller sites or parts of a complex.

For larger boutique hotels to standalone hotels.

Entry level AP
AP1201 - Wave 2
Hospitality AP
AP1201H - Wave 2
Mid-level APs
AP1220 series
Wave 2 - built-in and external antenna
AP1320 series
Wi-Fi 6 - built-in and external antenna
Outdoor AP
AP1251
Wave 2 - built-in antenna
AP1360 series
Wi-Fi 6 - built-in and external antenna
Managed deployment
Alcatel-Lucent OmniVista 2500
Alcatel-Lucent OmniVista Cirrus (cloud-based)
Distributed Intelligent Architecture
Location-based services
Alcatel-Lucent OmniAccess Stellar Indoor Location-Based Services

Big, multi-room hotels and hospitality events.

Entry level AP
AP1201 - Wave 2
Hospitality AP
AP1201H - Wave 2
Mid-level APs
AP1220 series
Wave 2 - built-in and external antenna
AP1320 series
Wi-Fi 6 - built-in and external antenna
High-end APs
AP1231 series
Wave 2 - built-in and external antenna
Outdoor AP
AP1251
Wave 2 - built-in antenna
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Wi-Fi 6 - built-in and external antenna
Managed deployment
OmniVista 2500
OmniVista Cirrus (cloud-based)
Distributed Intelligent Architecture
Location-based services
OmniAccess Stellar Indoor Location-Based Services

Connecting several sites into a single WLAN, such as a resort hotel.

Entry level AP
AP1201 - Wave 2
Hospitality AP
AP1201H - Wave 2
Mid-level APs
AP1220 series
Wave 2 - built-in and external antenna
AP1320 series
Wi-Fi 6 - built-in and external antenna
High-end APs
AP1231 series
Wave 2 - built-in and external antenna
Outdoor AP
AP1251
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Flexible solutions to suit you and your guests

Hospitality guide
Alcatel-Lucent OmniAccess Stellar WLAN Solution
Built for hospitality

The OmniAccess Stellar WLAN product line provides a simple, efficient enterprise-grade connectivity for the best guest and staff experience.

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
**AP1201** - built-in antenna
This access point supports the 802.11ac Wave 2 Wi-Fi 5 standard.
- High-speed Wi-Fi with up to 1.2 Gb/s throughput
- Built-in Bluetooth low energy (BLE) beacon/receiver radio, which makes location services possible
- Zigbee ready, which enables integration with Zigbee-based IoTs, like digital door locks
- DPI built-in

**Hospitality AP**
**AP1201H** - built-in antenna
This access point supports the 802.11ac Wave 2 Wi-Fi 5 standard.
- Dual radio (2.4GHz and 5GHz)
- High-speed Wi-Fi with up to 1.2 Gb/s throughput
- Designed for special use cases where in room Wi-Fi/telephony (IP or RJ-45 passthrough) integration and other in room IoT (like IPTV or door cam) connectivity are required
- BLE enabled via USB port

**Mid-level Wi-Fi 5 APs**
**AP1221** - built-in antenna
**AP1222** - external antenna connectors
These access points support the 802.11ac Wave 2 Wi-Fi 5 standard.
- 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
Mid-level Wi-Fi 6 APs

AP1321 – integrated omni-antenna
AP1322 – external antenna connectors

These access points support the latest Wi-Fi standard 802.11ax also known as Wi-Fi 6.

- Tri-radio AP, high-speed Wi-Fi with up to 3 Gb/s throughput with a dedicated radio for band scanning
- Bluetooth low energy beacon radio, making location services possible
- Better user experience through Wi-Fi 6 increased throughput, higher client density and battery optimization for connected devices

High-end APs

AP1231 – built-in antenna
AP1232 – external antenna connectors

These access points support the 802.11ac Wave 2 Wi-Fi 5 standard.

- 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 hotel assets using embedded Bluetooth low energy beacon radio

Outdoor Wi-Fi 5 APs

AP1251 – built-in antenna

Designed to work well in any weather conditions. This access point supports the 802.11ac Wave 2 Wi-Fi 5 standard.

- 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
Outdoor Wi-Fi 6 APs

**AP1361** – integrated omni-antenna
**AP1361D** – integrated directional antenna
**AP1362** – external antenna connectors

These access points support the latest Wi-Fi standard, 802.11ax, also known as Wi-Fi 6, providing a more competitive outdoor Wi-Fi offer with internal and external antennas.

- Tri-radio AP, high-speed Wi-Fi with up to 3 Gb/s throughput with dedicated radio for band scanning
- Bluetooth low energy beacon radio, making location services possible
- SFP port allowing to connect the AP with a fiber, for long distance deployments
- One 1GbE downlink, PoE PSE port to connect one IoT device, for example a surveillance camera
- Better user experience through Wi-Fi 6 increased throughput, higher client density and battery optimization for connected devices
## Access point management

### Standalone deployment for smaller properties: 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 256 Stellar access points (32 or 64 for clusters managed by AP1101, AP1201 or AP1201H).

### Managed deployment for larger premises: Wi-Fi Enterprise

This lets you manage any of the OmniAccess Stellar WLAN access points from OmniVista 2500 on-premise network management system (NMS) or OmniVista Cirrus cloud NMS. Access points are automatically added and it’s simple to set up who can have wireless access – when, where and for how long.

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 4,000 access points with plans to increase this limit in the near future.

### 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 Services can provide self-guided, turn-by-turn directions in a hotel, as well as, track people and assets using Bluetooth low energy beacons and scanners. These enhance the guest experience, allowing the hoteliers 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
- Staff location to optimize maintenance operations
- Children tracking by their parents in big resorts or cruise ships
For a more detailed consultation and assessment, please contact us today and one of our hospitality specialists will be happy to advise you.

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Hospitality Solutions

We are ALE. 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.