

Make Your Guests Feel at Home

The Challenge: Creating A Quality Wireless Experience for Everyone

Today Wi-Fi is an expected amenity for visiting guests, but it can also be a business tool that helps improve the guest experience, bolster guest loyalty, and overall strengthen the relationship between the guest and the brand. As Wi-Fi technologies evolve, the volume of users and the number of applications organizations need to support are increasing, taxing the network and heightening the guest expectations of a quality, 'at home' Wi-Fi experience.

GUESTS' EXPECT HIGH-PERFORMANCE WI-FI ACCESS EVERYWHERE

Today's connected guests expect pervasive Wi-Fi coverage throughout a property, from the lobby, to the guest room, to lounge, poolside and conference centers. But delivering pervasive guest Wi-Fi Internet access requires more than just a Wi-Fi signal to meet the guest expected experience:

- **Easy On-boarding** — Guests want simple access to the network, without filling out many fields of information, which could be difficult on small mobile devices. Keep it simple, with single sign-on.
- **Secured Connections** — Mobile users are concerned with open Wi-Fi networks and securing their connections. They want a secured connection to protect their personal information and transactions.
- **Performance Expectations** — Guests expect an 'At Home' experience when at a property, with dependable high-performance 802.11ac Wi-Fi connectivity to support the latest mobile devices.

GUEST LOYALTY AND ENABLING A VALUE-ADDED MOBILE EXPERIENCE

Brand loyalty applications create an opportunity to deliver a high personalized experience, which can enhance service quality and increase revenue per guest. Loyalty applications have expanded from a simple application: guests had the ability to check loyalty points and present a bar code to streamline the check-in process. The evolution of the loyalty app has turned into a two-way connection that allows guests to request information and assistance, while also allowing the brand to push relevant information to the guest — from special offers and coupons, to presenting ads and videos that promote events, to promotional specials and other available amenities. The property will have the ability to manage available Wi-Fi capacity and prioritize applications accordingly to ensure the best guest experience when using these services.

BETTER SUPPORT OF CRITICAL BUSINESS ASSETS

The Wi-Fi network can effectively support the critical operational functions of any hotel, resort or convention center, including cost-effective IP video surveillance to improve facility security. Video feeds from wireless cameras can greatly improve guest safety and substantially reduce the costs of deploying a facility-wide video surveillance solution. However, a significant amount of bandwidth may be required to support HD video surveillance systems. Careful planning and budgeting of the available 802.11ac Wi-Fi capacity, along with application prioritization will ensure the quality of experience is not impacted for guest or for the business. Another option is to use video camera access points, which integrate HD video cameras with the latest in 802.11ac technology. In this application, the video is transmitted directly via the Ethernet and does not impact the Wi-Fi.

The Extreme Solution: Delivering an At-Home Experience

Extreme offers a broad selection of access points designed to meet or exceed the requirements of any hospitality application, with any type of existing infrastructure, including hotels, casinos, resorts and more. From purpose-built wall plate access points, to technology that let's properties use their existing telephone wires to get Wi-Fi in the guest rooms.

DENSE USER COMMON AREA AND CONFERENCE HALLS

Today's guest are bringing two to three Wi-Fi devices with them, and this puts a lot of Wi-Fi devices in a single area. Extreme offers the latest in 802.11ac wave 2 technology that address these dense user environments. These latest access points, such as the AP 8432, are ideal for managing high-density guest networks, such as ballrooms, meeting rooms, and open public spaces. It also includes embedded Bluetooth for guest engagement. The WiNG operating system includes capacity controls for dealing with highly dense user environments, including smart load balancing and band steering, as well as Roam Assist which prevents sticky clients from degrading network performance.

MAKE THE GUEST FEEL AT HOME WITH IN- ROOM ACCESS POINTS

Extreme is a pioneer surrounding In-Room solutions, offering three, purpose-built, wall plate access points designed specifically to address the needs for hotel guest rooms, where technology is used, but not seen.

The latest in the series of wall plates is the AP 7602, is a small 802.11ac access point with a unique, 'hide in plain sight' design, which would meet the stringent clean design of any hotel or property brand. The access point can uniquely be configured either as a single radio or dual radio access point and includes an integrated Bluetooth radio for guest engagement applications.

For properties where the cost or inconvenience of installing CAT 5/6 to all the guest rooms would be an issue, Extreme offers the TW-522, which is an industry unique solution that operates over plain telephone wires. The TW-522 make deployments quicker, with no disruption of service to the guest, while providing the latest in Wi-Fi connectivity. The TW-522 is a dual band dual radio, 802.11ac AP.

The industry's smallest wall plate is the AP 7502. This small powerhouse wall plate AP is a mere 90mm square; about 3.5 inches. This allows the AP to be installed virtually anywhere without attracting undesired attention and features a very low operating power profile, supporting 802.11a/b/g/n/ac standards and includes four Ethernet ports.

To showcase Extreme's understanding of the hospitality market, all these wall plate access points can be installed in about 2 minutes; less time than housekeeping will spend in the room. The rapid and secure design of all the wall plate access points from Extreme fits a property's desire for a tamper-proof and 'do-not-disturb the guest' policy.

OUTDOOR APPLICATIONS

To meet the guest expectations of Wi-Fi everywhere, properties are extending wireless coverage to the outdoors, to common areas such as poolside, outdoor lounge areas, near beaches, etc. In some cases, it is not possible to extend a wired network to the location, so the use of MESH technology can provide a high performance wireless link to a remote area. Extreme's outdoor access points, such as the AP 7562 is a cost effective, dual radio 802.11ac choice that can be easily deployed poolside for guest access. The AP 7562 features the patented MESH Connex technology for high speed MESH convergence with automatic backhaul detection and recovery to ensure wireless coverage across the property's grounds.

Solutions for Any Size Property

No matter the size or requirements of your property, Extreme Networks has you covered. From controller-less solutions to chains, large resorts and amusement parks, Extreme's portfolio delivers the latest in Wi-Fi and guest engagement technology that meet or exceed your technology requirements with budget savings you would not expect.

For any additional questions or comments, email hospitality@extremenetworks.com to speak directly with a member of our Hospitality, Sports and Entertainment team.



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