

White Paper: Beyond Guest Wifi: the benefits of a unified network

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1 - Executive Summary

Beyond Guest WiFi: the benefits of a unified network

2 - Trends & Predictions for 2019/2020

We see a critical mass of technology adoption being reached where futuristic, AI based “sci-fi” solutions become relevant and accessible for independent hotels.

3 - Connectivity

Effective internal distribution of bandwidth is the ‘make or break’ of the digital hotel.

4 - Guest WiFi: an increasingly vital service

Hotel WiFi has a poor reputation as guests experience slow connections, patchy coverage and fear much publicised security concerns. But, with these overcome, a unified network will enable delivery of personalised services leading to significant benefits to the hotelier and guests.

5 - Leveraging WiFi with Data Analytics

Customer data is vital for effective hotel marketing. A WiFi unified network provides a goldmine of information to help fashion a personalised guest experience and provides a wealth of business analytics.

6 - The Evolution of the Hotel PMS

Originally the domain of the reservation office, hotel property management systems (PMS) now integrate well beyond the front desk as detailed in the following sections.

7 - Keyless Door Locks (“mobile key”)

Whilst many keyless door locks use Bluetooth or RFID rather than WiFi, the provisioning of mobile apps needs a robust unified WiFi network to be effective.

8 - The Smart Hotel Room

Guests demand a high level of in-room automation and personalised technology. Yesterday’s hi-tech is today’s normal. The unified network enables an impressive smart room experience.

9 - Increasing Efficiency with the Internet of Things (IoT)

IoT does not just power the ‘smart room’: it is becoming ubiquitous across the hotel estate and depends on a reliable unified network to deliver.

10 - EPOS: enabling unified payments

The most important part of the unified network, EPOS (Electronic Point of Sale) enables payment integration with all the other elements.

11 - The Bigger Picture: IP CCTV and video surveillance

Cameras are not just for security. Connected to the unified network, they will become an instrumental part of the hotel's operating infrastructure providing enhanced operational benefits, whilst reducing costs.

12 - The Telephone Network: dialling up savings

Traditionally a hotel's telephone system uses the PSTN network but with a strong unified network IP telephony becomes a real contender to replace PSTN for independent hotels, bringing down costs and introducing new features.

13 - Providing consistent Information with Chatbot

Messaging 'done right' utilises the unified network to provide a very smooth customer interface saving time and adding value.

14 - Delivering the Message with Digital Signage

Digital signage, when connected to the unified network, offers ultimate flexibility with highly targeted and personalised messaging.

15 - Conclusion