# Hospitality Wireless

Do more for your Guests, and yourself with complete WiFi solutions.

# Introduction

A large chunk of the populous today demands a fast and reliable wireless experience wherever they stay. Hotel stays are incomplete without smooth wireless connectivity, now with even more people being able to work on the move, its demand has only grown. Industry reports suggest that WiFi accessibility is the most desired amenity among travellers [1]. Around 60% of the customers connect to the network within 7 minutes, one-third ask for the WiFi password as soon as they arrive [2]. The hospitality industry now looks not only to provide WiFi as a necessity rather than a luxury,  but also makes a conscious effort to ensure that their WiFi services are never down.

 Hospitality is a very competitive business, all of their key business drivers revolve around the customer, it is all about ensuring maximum satisfaction of the customer. Wireless services today are relatively very reliable when compared to the same a few years ago. However, even the best of the ISPs can have downtimes throughout the year, resulting in total network failure, which can be detrimental to the hospitality industry.

Overall, freemium WiFi in hotel chains is now a reality, competitors cannot overlook the requirement of WiFi and how demanding it has become in the last 5 years.

# Key Requirements for Healthcare WiFi

In a nutshell, the key requirements to keep in mind while deploying a wireless network in the hospitality industry are:

- Fast and reliable WiFi

- User Journey (Onboarding Experience)

- Always On Network

- Seamless Roaming on Hotel Premises

- Maximum Uptime

- Security of the network

- Single Console Management

- Authentication of legitimate users

- Differentiated Service (Guests / Visitors/Conference Users)

- Infrastructure cost should be low

- Monetisation of WiFi to cover CapEx and OpEx

- Integration with Property Management Systems

- Branded Captive Portal

# Wireless for Hospitality, the key markers.

## Guest WiFi

Guest WiFi is the most important part in a hospitality solution. The wireless service is being provided for Guests, the entire focus of the implementation revolves around them. There's an overwhelming amount of research that explains how important it is to provide simple, easy to engage with WiFi connectivity to customers. More Hotels today provide WiFi as complementary rather than breakfast [2].

## PMS Integration

Hotels usually have a Property Management System on premise that helps them keep track of bookings and guest identity. PMS integration is crucial for any hotelier. It is a simple solution for all management purposes.

## Vouchers

Vouchers are a good way to grant access to the internet, since only verified UIDs can connect to the network, it reduces the requirement of online registrations.

## Policy Management Function

Hotels are ultimately a public venue with a private ownership. Open WiFi being one of the highlights of hotel experiences today, the business owner must protect himself against liabilities that may   arise in case the network is misused in any way. The best way to stay protected against this is to prevent unauthorised user of WiFi and control access to the WiFi service. Several compliance and bandwidth based policies can be set up according to rules which decide what devices & users can and cannot do on the network.

## Branded Captive Portal

Captive Portals are like digital first impressions, and we know how important first impressions are. Our solutions allow complete customisation of the captive portal, this allows business owners to reflect their brand and provide consistent UI/UX experiences.

# WiFi Monetisation

WiFi needs to be monetised for two main reasons, mainly to cover CapEx and OpEx that the business has taken on as a liability to provide WiFi. Hotels can offer free WiFi access to their guest but use multiple methods to monetise the free access. They can run ads, collect customer feedback, push offers & connect to their customers on social media and more.

# Staff WiFi

Hotels need to offer Internet access to their staff and employees. However, hotel IT admins need to ensure that only legitimate users get access to their networks and prevent outsiders from hacking into their networks. Moreover, IT admin need to segment the users and define policies for each group of users. This bifurcation is necessary for the privacy of users as well as the staff. We can create these segments through logical networks based on the same physical network.

# Hotspot Billing

It is true that not all WiFi users require extremely fast WiFi speed. Users who use WiFi merely for messaging or emailing would not require high speeds. However, people who need to attend video conferences or watch movies, for example, require higher bandwidth. Hotels can offer freemium services that combines free and paid options to the users. They can bill users for a higher speed through a premium service and cover their own costs.

# Deployment Challenges

WiFi setups in large hotels can be quite daunting. Here are a few challenges that Hotels face when implementing WiFi:

- Network planning

- Network uptime and performance

- RF Design

- Ensuring maximum WiFi coverage

- Securing the users

- Segmentation of users

- Maintenance and troubleshooting

Deployment Challenges

# How we help Hospitality for business growth.

Indio offers a complete, end-to-end hospitality WiFi solution that fulfils all of your business's wireless requirements. With UniBox hotspot controller, UniMax Access Points and POE switches, the solution provides a single vendor WiFi solution with following features:

- Single Console Management

- DNS Server

- Built-in DHCP server

- Hotspot Gateway

- Multiple Branded Captive Portals

- Guest Access

- Policy Management

- Bandwidth Control

- AP Controller
- Voucher Management

- Pay-Per-Use / Online Billing

- Property Management System Integration

- Local Advertisement
- Customer Surveys

# Implementation

The UniBox controller is an integrated hotspot controller and management system that can manage the entire network from single console. UniMax Access Points are enterprise-grade, long-range, dual-band access points specially designed for hospitality venues. All UniMax APs can be centrally managed and monitored through UniBox controller. Indio also offers wide range of managed POE switches for powering the access points. In short, Indio offers a single vendor networking solution so integrators can deploy hospitality WiFi within optimal cost and little efforts.

UniMax APs can serve all your purposes, indoor and outdoor. Indoor APs can be ceiling or wall mounted, Outdoor APs can be pole mounted, both APs are powered by Power-over-Ethernet (PoE) switches or injectors. Our POE switches can be used for powering all UniMax access points. Each switch supports VLAN tagging allowing the admin to set-up VLAN enabled networking.

Since every UniMax AP can be controlled through UniBox, one single configuration file can push changes on to every UniMax AP connected to the network. UniBox can integrate with local PMS system through an ethernet port. Legacy PMS systems require a serial number, which is also available on UniBox.

UniBox is an all-in-one controller appliance that is locally installed in the hotel premises. It provides all functions needed to professionally manage hotel WiFi. It offers fully customized captive portals so hotels can design landing pages to fit their branding requirements. All the captive portals are hosted on the appliance so they are loaded instantaneously thus providing Internet users seamless on-boarding experience. Unibox comes with wide array of features for charging guests through online billing, vouchers, PMS systems, mobile wallets and more.

## Solution Benefits

Over the past two decades, we have worked with hotel chains from all over the world. Our solutions are deployed in thousands of hotels ranging from motels, bed-n-breakfast  Our products and services till now served over 25 million unique users. We have helped businesses scale their networking operations beyond their expectations and helped them capitalise on their investment. We help you add value to your business. Our solutions have helped businesses beyond their expectations.

We have helped businesses drive:

- Happier customer experience

- Seamless WiFi experience

- Revenue generation through WiFi

- Secure WiFi access

- Policy-based networking

- Increased user engagement

## Connect with our sales team and engage with your customers on a higher level.

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**REFERENCES**
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