

Business white paper

# Differentiate the guest experience

HP Networking solutions for hospitality



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## Introduction

Today's business and casual travelers are more tech savvy than ever, so the service provided to customers is crucial in establishing customer loyalty and brand recognition. From check-in automation to digital lobby signage to guestroom design, innovative hotel properties are expanding the use of technology to enhance competitive differentiation and simplify the hotel experience for the “connected” traveler.

Guests expect high-speed wireless connectivity from their laptop computers, smartphones, and other devices—anywhere—from the hotel lobby, to restaurants, to meeting rooms, and to the pool area. Providing guests with wireless services is no longer an option but a necessity to survive in an increasingly competitive industry. On the other hand, a bad experience can influence a customer's decision on whether or not to book with the same hotel chain again and can adversely impact repeat hotel occupancy.

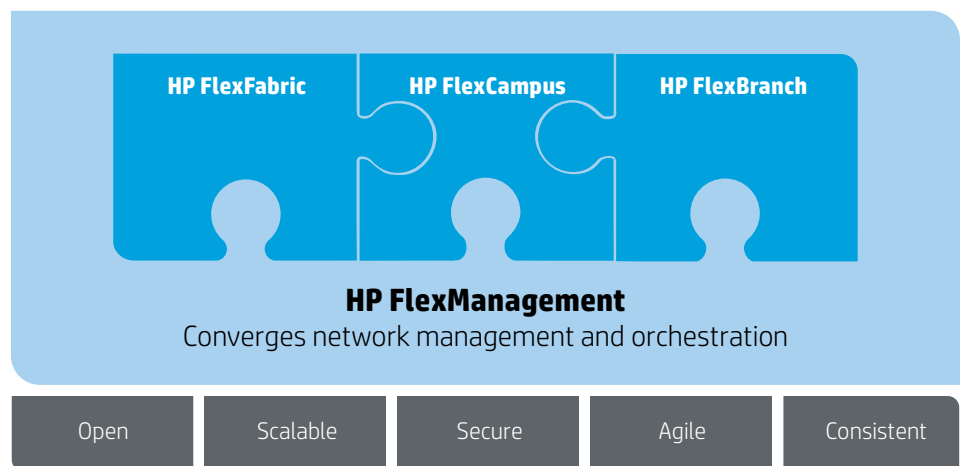
The hospitality industry is also seeking ways to improve employee productivity. HP Unified Wired and Wireless LAN Solutions enable these efforts by securely extending anytime, anywhere access to applications and services such as: inventory management, wireless ordering, and reservation technologies while reducing costs. They can improve the customer experience through integration with unified communication and collaboration systems that enable more efficient communication among the staff. Customer preferences and requests can be captured in customer relationship management (CRM) systems and maintenance requirements can be handled seamlessly.

While some vendors lock hospitality organizations into costly and complex proprietary networks, HP provides a modular strategy, the HP FlexNetwork Architecture, which enables IT managers to expand their networking environments as needed and economically foster innovation.

## A unified network for unparalleled application performance

HP FlexCampus, a component of the HP FlexNetwork Architecture converges wired and wireless networks to deliver new services and collaboration applications that increase staff efficiency and enhance the guest experience without jeopardizing performance, compliance, and security.

**Figure 1.** HP FlexNetwork Architecture



HP FlexCampus architecture is designed to ease management, eliminate performance bottlenecks, and interoperate with third-party solutions. By simplifying network designs and centralizing wired and wireless management, hospitality organizations can deliver consistent high-performance connectivity while lowering TCO with simplified provisioning and reduced energy consumption.

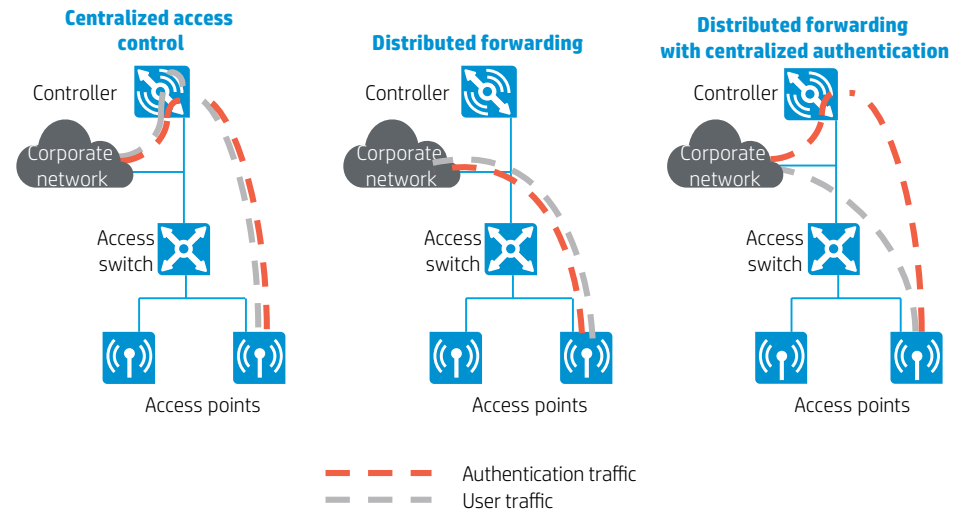
## Always-on wireless connectivity for staff

To deliver wireless connectivity to staff and guests, hospitality organizations need a wireless network that provides resilient, reliable coverage that can easily scale and adapt to the unique physical challenges and hard-to-wire areas.

HP wireless solutions deliver always-on, wire-like performance purpose-built to enhance application performance, network scalability, and investment protection. The solutions are designed to handle the most bandwidth-intensive applications such as multimedia and IP video surveillance without disruption, downtime, or dead zones to enable access to services and information whenever and wherever needed.

HP Wireless Solutions support centralized and distributed traffic concurrently on the same access points, providing application flexibility to reduce latency and ensure real-time access to hospitality applications. Services can be tailored per application, allowing varying levels of quality of service (QoS) so that guest applications receive top priority.

**Figure 2.** HP optimized architecture

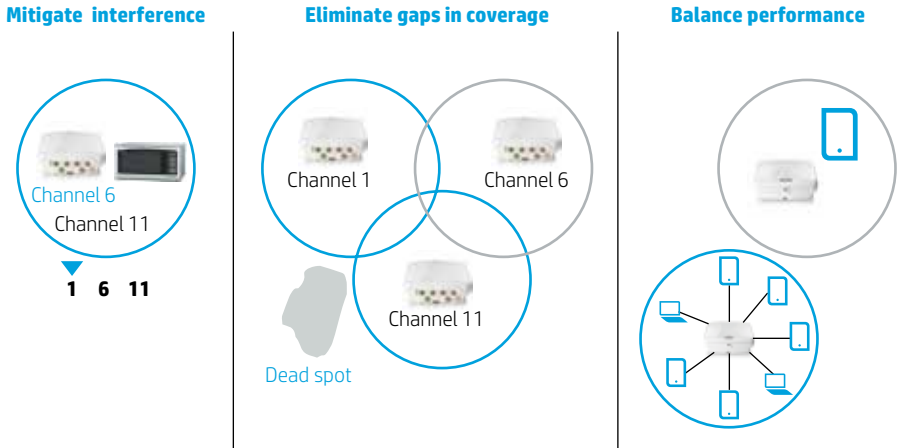


HP Wireless Solutions are uniquely fine-tuned for uninterrupted voice and mobility services. Identity-based networking and fast handoffs let staff roam indoors and outdoors, with a single login and without dropped sessions. Traffic is delivered directly from source to destination and time-sensitive voice is prioritized at the network edge for reliable, end-to-end performance, VoIP calls, and networked applications, even in hard-to-wire locations.

HP offers a complete family of indoor and outdoor access points to meet all budgets and needs. Our newest intelligent access points support the latest Wi-Fi standards for demanding voice and video applications. As staff increase their use of wireless technology to transmit guest information and track assets, three spatial stream multiple-input/multiple-output (MIMO) 802.11ac and 802.11n APs, bring near-GbE performance and enhance coverage areas with beam-forming technology.

HP Wi-Fi Clear Connect improved radio frequency (RF) coverage reduces roaming dead spots and mitigates interference from equipment such as Bluetooth® gadgets and cordless phones. Client load balancing and airtime fairness optimize the performance of voice and rich media applications in dense client environments such as hotel lobbies and meeting rooms. This helps increase productivity by providing staff with wireless access to applications at faster speeds.

**Figure 3.** Simple: Automated Wi-Fi optimization with Wi-Fi Clear Connect



### In-room GbE connectivity for guests

Most guests bring two or more Wi-Fi devices, and prefer to choose and consume their own media. It's not uncommon for one person to have a laptop, iPad®, and smartphone all on the go at the same time and with a couple in a room, the number of devices required to be connected can quickly mushroom. Stretching Wi-Fi into individual hotel rooms can be a physical and expensive challenge, and often results in uneven coverage with access points needing to be tucked into ceilings or halls.

With the HP 517 802.11ac Unified Wall Jack hospitality organizations can deliver 1.3 Gb/s wireless coverage for one or more rooms while providing connectivity for VoIP phones, IPTV, and wireless devices.

**Figure 4.** HP 517 802.11ac Unified Wall Jack



The unified wall jack offers high-speed wired and wireless connectivity in single unit that can be easily deployed in a standard wall outlet. It integrates an 802.11ac access point, four GbE ports and a pass-through port for a standard telephone linked to a PBX. It uses a single Power over Ethernet (PoE) cable drop, reducing cabling, switch ports, and power sourcing equipment.

With multiple GbE ports, hospitality organizations can connect multiple devices in a room while offering the ability to monitor assets and increase the hotel's revenue. For example, the television can be hooked to IPTV for delivering streaming video and interactive services for guests. Similarly, a minibar can be plugged into a port and connect to the hotel's server to monitor drinks that are taken out.

The HP 517 Wall Jacks are managed by an HP controller, which is responsible for security, roaming, and quality of service policies. Management software automatically discovers the units.

## **Improved staff productivity and operational efficiency**

HP Unified Communications and Collaboration (UC&C) with Microsoft® Lync solutions, built on HP Converged Infrastructure strategy, allows streamlined application delivery and improved employee productivity for the hospitality market. HP UC&C solution simplifies and unifies calendaring, email, voicemail, IM, presence awareness, voice, and conferencing into a single platform. It enhances the hospitality customer experience, and more importantly reduces both capital and operational cost in IT, real estate, and travel expenses.

HP standards-based wireless solutions ease integration with Wi-Fi-based hospitality solutions such as IP surveillance, property management, and point-of-sale (POS) technologies. Their simplified interface and scalability, in addition to their competitive pricing, make them particularly easy to use and expand as an organization's needs evolve.

## **Guest privacy and regulatory compliance**

While guests are demanding mobility, they also want to be certain their data and communications are secure. Regulatory compliance such as Payment Card Industry Data Security Standard (PCI DSS) and Sarbanes Oxley must also be taken into consideration, prompting hospitality organizations to find ways to balance employee and customer access and with the need to protect data.

HP Mobility Solutions make sure guest data is secure and can meet the requirements of security and safety regulations including secure network access, audit trail, non-repudiation, and reporting. Robust encryption and authentication grant per-user network authorization privileges and keep guest information private as it travels over the airwaves. HP offers both integrated and overlay wireless intrusion detection and prevention solutions to guard the organization's network from unauthorized access and hacker attacks.

## **Simplify guest access and BYOD**

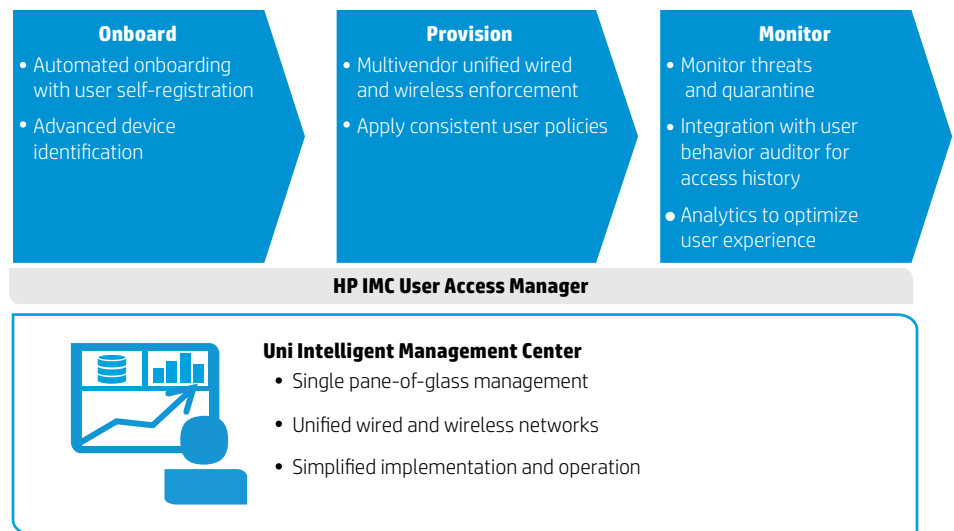
HP wired and wireless guest access allows authorized staff to quickly create access to the network with temporary credentials per day, per hour, or for a limited amount of time while offering easy integration with billing systems.

HP Intelligent Management center (IMC) delivers integrated wired and wireless network management to reduce the time and complexity of planning, deploying, and managing both wired and wireless LANs. IMC also enables comprehensive management of multivendor environments, and coordinates the flows and services across security, mobility, and access. Hospitality organizations can establish and enforce granular and consistent network access policies for wired and wireless users to protect their IT assets, mitigate risks, improve network availability, and ensure regulatory compliance.

For granular network and application access, IMC manages user-access control and identity-based policies for BYOD. It supports wired and wireless device onboarding, provisioning, and monitoring. A self-registration portal, for guests and personally-owned devices automates the onboarding process and uses advanced device fingerprinting to reduce the administrative burden, so hospitality organizations can support BYOD initiatives with speed and ease.

The IMC Endpoint Admission Defense (EAD) integrates with Citrix XenMobile and MobileIron Mobile Device Management (MDM) applications to provide the mobile device posturing required to verify that all endpoint devices accessing the corporate network are healthy and compliant with access policies. IMC relies on the posturing data from the MDM server to determine compliance and extend consistent access policies.

**Figure 5.** Onboarding, provisioning, and monitoring for BYOD



## Why HP?

Many enterprises and institutions around the world have found HP Networking solutions broaden the reach and impact of today's business applications. If you're looking to drive productivity, enhance collaboration, and streamline processes, HP Networking Solutions offer industry-leading choices:

**Reliability:** HP Networking Wireless LANs have been accessed by more than 40 million unique users across the globe. Our products are engineered to HP quality standards—backed by the HP industry-leading warranties.

**Integrated security:** Enforces security at the network edge, where users and devices connect. HP Networking security solutions include our award-winning intrusion detection and prevention system (IDS/IPS), along with a comprehensive solution for BYOD.

**First 802.11ac Unified Wall Jack:** HP is the first vendor to deliver a unified wall jack offering 1.3 Gbps wireless connectivity with 4GbE wired ports.

**Performance optimization:** The HP Networking mobility solution optimizes performance by distributing intelligence across the WLAN. This approach is more efficient than competitors because it consumes less network bandwidth. HP Wi-Fi Clear Connect RF optimization and interference mitigation enhances wireless performance and the end-user experience.

**Simplified management:** Integrated, easy-to-use management features reduce the time and complexity of planning, deploying, and operating a wireless LAN.

**Lower costs:** The HP Networking Solutions deliver superior performance at a lower TCO. You can save capital through better network utilization, with no need to overprovision. What's more, industry-leading warranties and support options help reduce the lifetime costs of your HP network.

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