Building the new experience… the future of hospitality today

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Top Challenges and Considerations for hospitality

Expectations

94%
Consider WiFi important when booking

Capacity

85%
Travel with two or more devices

Engagement

6 in 10
Are “more likely” to choose a hotel with smartphone check-in and keyless access

Reputation

8 in 10
Take the time to report a bad Wi-Fi experience

36%
Won’t rebook if they had a bad Wi-Fi Experience

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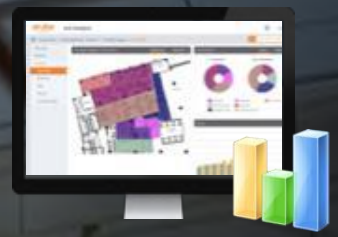
Enterprise of the Future
Edge-Centric
Cloud-Enabled
Data-Driven

Edge-to-Cloud
Everyone and everything connected and secure
Intelligence will be embedded everywhere
Everything will be understood

Aruba hospitality solutions…

Aruba infrastructure:
Wi-Fi, BLE, Wired, WAN

Policy management
ClearPass with a unified API library and Extensions repository



Location analytics
Analytics and Location Engine (ALE) with northbound REST APIs

Micro-location services
Meridian with mobile app development SDK and REST APIs

Network management
AirWave with northbound XML APIs for data consumption

Network controls
AOS8 with REST APIs to share context and program infrastructure

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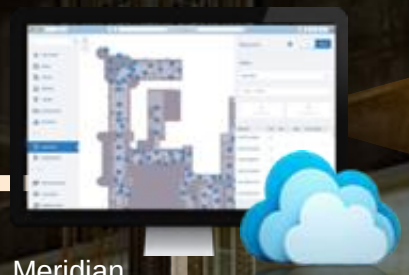
Customer experience at a glance

Private, reciprocal location sharing; open to developers via SDK

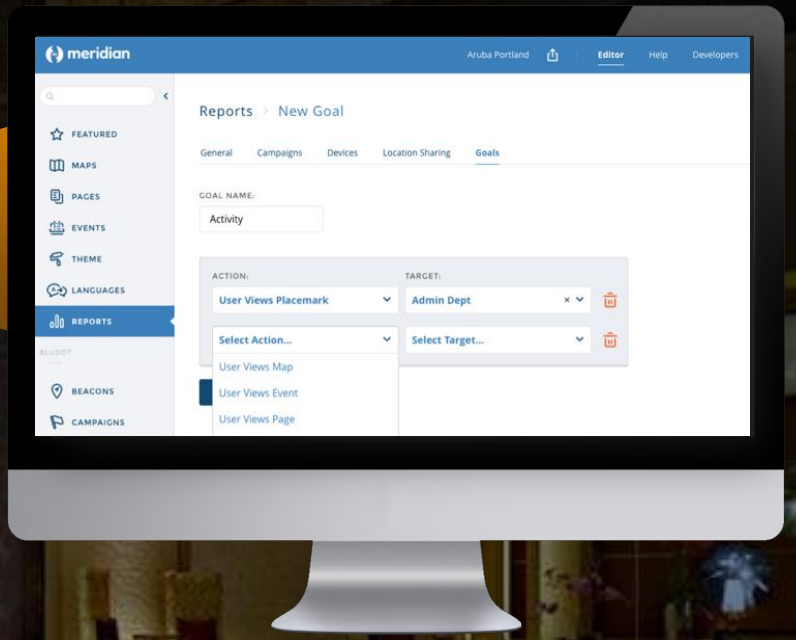
Aruba Beacons

Up to 4 year battery life



Meridian

VENUENEXT Robin eventboard Raizlabs mobile 72 eventbase Knuckleheads M2mobi FORGE MEDIA + DESIGN



Goal-based reporting per location and user segment to optimize marketing campaigns and gain insights to user behavior

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Thank you

Customer experience video