

AT A GLANCE

MANAGING MULTIPLE HOTEL PROPERTIES WITH ONE SOLUTION

Improved operations, faster services delivery, and enhanced guest experiences

Guest experience is top priority for hospitality. Hoteliers need to keep up with customer expectations to retain loyalty and attract new business and leisure travelers. Guestroom automation provides a way for hotels to differentiate by keeping up with the smart home technology making the guest feel more comfortable. Whether it is app-enabled property navigation, frictionless mobile check-in/check-out options, mobile-enabled in room media service and more, skillfully blending digital capabilities and physical processes are critical for making or breaking the guest experience and affinity for your brand while ensuring data security and privacy.

The need for consistent experiences also applies to facility operations that may impact productivity, profitability and staff safety. Cloud applications and services are being used for this digital transformation, and this mean an increase in demand for secure bandwidth to support those applications. Examples include improving well-being of staff with location-based panic buttons, and delivering robust mobile voice options to smooth communications across the facility. Predictive, proactive, and actionable data opens the door to new guest experiences, but can also provide valuable insights and analytics to the hotel about their guests and their associates.

How does IT support smart-digital hotels, especially with distributed properties where little to no technology staff are on site? Hotel IT operations require a platform that is secure, supports high-performance connectivity, and is flexible enough to scale with the pace of hospitality demands today – as well as meeting tomorrow's growth opportunities.

ARUBA SD-BRANCH FOR HOSPITALITY

The Aruba SD-Branch solution allows hoteliers to manage and deploy a secure, high-performance network across multiple properties and corporate headquarters – including teleworker home offices. Proven capabilities in wired and Wi-Fi connectivity, network security and new SD-WAN features deliver end-to-end performance, enabling hoteliers to optimize the guest experience, increase guest loyalty and achieve revenue goals.

The Aruba SD-Branch solution combines best-in-class wireless, wired, SD-WAN, and security infrastructure with management capabilities that include assurance and automation features to help maximize performance and minimize operational costs.

EMPOWERING IT PROFESSIONALS TO MEET THE CHANGING DEMANDS OF TODAY – AND BE PREPARED FOR TOMORROW

- 1. Simplicity at every step:** Aruba's SD-Branch solution with Zero Touch Provisioning (ZTP) for SD-WAN, wireless, wired infrastructure delivers simple to use orchestration and assurance features to maximize IT efficiencies. Hospitality industries enjoy speed of deployment and centralized visibility and control, all via the cloud or mobile app. This simplicity is especially important in distributed properties that likely have limited IT staff.
- 2. Automation delivers an amazing experience for all:** Users and IoT at the branch can experience high performance wired and wireless connectivity that just works, apps that perform at their best, and Internet access without interruption. This is made possible with Aruba's SD-Branch centralized role-based policy enforcement, dynamic path steering, and SaaS prioritization features that dynamically adjust to demands based on needs and changing conditions for the best experience ever.
- 3. Security that branches out:** Each remote location, user, and device presents a potential security risk to the organization, requiring a comprehensive, repeatable set of security controls across the organization. Aruba SD-Branch offers simplified onboarding and provisioning, role-based policies and micro-segmentation, called **Dynamic Segmentation**. Regardless of user, device type or location, Aruba automates security without complicated SSID, VLAN and access list configuration and static controls. In order to protect each branch location from advanced threats, each SD-Branch gateway incorporates critical security capabilities such as a firewall, intrusion prevention and Web/URL content filtering.



KEY FEATURES AND BENEFITS INCLUDE THE FOLLOWING:

Simple Network Operations From Hotel to WAN	
Unified visibility across all hotel properties	Through cloud-based management tools, IT can utilize a single page of glass for complete network visibility of all locations and easily see what is going on at each branch to improve troubleshooting time resolution. The single pane simplifies operations with centralized policy management across all locations, enhancing productivity for IT.
Easy deployment for new and expanding hotel properties	Network-in-a-box deployment features allow IT to get hotel properties operational in no time. A mobile installer app allows non-technical staff to simply scan a barcode on Aruba APs, switches, or gateways, plug them in and then automatically downloads the configuration to deploy to those devices.
Converge network and security operations at a lower cost	The convergence of network and security services utilizing Aruba's gateway helps to reduce your total cost of ownership. These cloud-managed gateways are optimized for SD-WAN using MPLS, Internet and LTE cellular connectivity and also include role-based access and firewall features. The ability to centrally manage traffic and data routing, role-based access through secure tunnels and cloud and SaaS applications, allows IT to tailor the branch network and WAN links for optimal performance.
Smart Networking Delivers Amazing Experiences	
Provide best in class Wi-Fi for your guests, associates and owners or management	Aruba access points use AI-powered RF optimization, rich user and application intelligence, and smart management options to improve user and IoT performance, which include enhanced Quality of Service (QoS) features. Aruba is a recurring leader in Gartner's Wired and Wireless MQ and Critical Capabilities.
High performing applications and services	To optimize the performance of apps, dynamic path steering with fine grained context awareness ensures QoS for critical guest applications, even those that are cloud dependent. Apps and services are prioritized and perform at their peak potential, not impacting guest experiences or associate activities.
Proactively identify issues	With advanced analytics, IT can continually identify mission critical application and network service issues – before they impact guest or the business.
No WAN downtime	Application or WAN downtime can impact guest experience and revenue. Based on WAN link utilization, Active/Active or Active/Backup interfaces and the virtual router redundancy protocol (VRRP), help to load balance traffic (via round robin or session metrics). Dynamic path selection (DPS) further balances traffic across multiple WAN links while synchronization of DHCP state supports smooth cutover upon failure or degraded links.
Secure from LAN to WAN	
Built-in security on network devices	The local branch gateway includes built-in security capabilities such as firewall, intrusion prevention and web content filtering that protects each location from internal and external threats.
Dynamic Segmentation of guest, associate, and management	Staff and IoT devices and guests mobile devices are easily secured by enforcing role-based network access and QoS policies. A unified wired/wireless/LAN/WLAN approach offers granular user/device/connectivity enforcement across the network. This ensures that traffic such as guest, corporate or IoT is kept separate. These end-to-end policies are easily managed remotely, offering per device visibility and simplify the addition of new devices.
Secure guest Wi-Fi	Provide simplified guest Wi-Fi access by offering simple-to-use splash pages. Roles are automatically invoked to segment guests from internal traffic. Additionally, operators can utilize data insights from guest access to share with business units.
PCI compliance	Credit card transactions are safely and securely carried over the same network as corporate or guest traffic. Hoteliers can ensure PCI compliance by segmenting traffic in their networks to protect cardholder data, and role-based access enforcement means cardholder data can only be accessed by authorized personnel.

SUMMARY

As hoteliers transform traveler experiences, they need a simple, smart, and secure network solution that is flexible, scalable, and easy to deploy. Aruba's SD-Branch solution is an industry leading wireless, wired, and SD-WAN cloud-managed solution that delivers performance, reliability and security that ensures IT and users are receiving the best experience possible.

Learn more at: <https://www.arubanetworks.com/solutions/sd-branch/>

