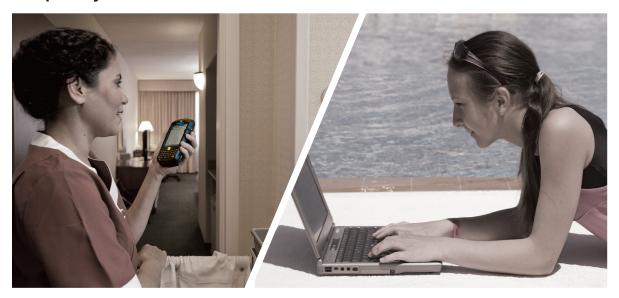# EMPOWERING YOUR WLAN TO DELIVER A BETTER GUEST EXPERIENCE

Hospitality solution

THE CHALLENGE: IMPRESSING EVERY GUEST ON EVERY VISIT

Today's wireless LAN (WLAN) is a critical business tool that helps improve the guest experience, guest loyalty and workforce efficiency. But wireless technologies continue to evolve, and the volume of users and the number of wireless applications you need to support are increasing, pressuring the WLAN you have today:

- **Guests expect high-performance Wi-Fi access throughout every inch of your property.**
  When today's guests arrive at your hotel, they expect pervasive Wi-Fi coverage throughout your property to help control cellular data fees and eliminate the connection issues that are typical inside the four walls. But providing guest access creates numerous issues:

  - **Ease of access.** You need to be able to allow guests to easily sign in to access your WLAN.

  - **Security.** You need to be able to keep your network secure, even though you are offering open public access to your WLAN.

  - **Next generation 802.11ac Wi-Fi support.**
    The fifth generation of Wi-Fi is here. Analysts are predicting critical mass in just a few short years — in 2015 — and your customers are already buying 802.11ac-enabled mobile devices. You need to make sure that guests who are carrying these next-generation Wi-Fi devices can still access your WLAN.

  - **Performance expectations.** You need to provide your guests with dependable high-performance Wi-Fi connections — despite major and unpredictable fluctuations in the number of users and traffic on your WLAN.

- **Your loyalty application creates an opportunity to deliver a highly personalized experience that can drive service quality to a new level and increase the revenue per guest.**
  Your loyalty application has expanded from a simple application where guests check loyalty points and present a bar code to streamline check-in to a two-way connection that allows guests to request information and assistance, while also allowing you to push relevant information to them — from special offers and coupons based on their location in your facility to presenting ads and videos that promote events, specials and other hotel amenities. But the major increase in traffic can overwhelm your available bandwidth, negatively impacting the performance of your WLAN.

90% OF HOTEL GUESTS LIST WI-FI AS THEIR TOP AMENITY.[1]

- **There are wireless applications that can help every worker improve productivity — and serve guest needs more effectively.** In the past, it was cost-prohibitive to put a mobile device in the hands of every worker. Today, there is a cost-effective Zebra mobile device that offers the right feature set for each and every worker — from managers to housekeeping, the concierge and front desk personnel to bellhops, maintenance engineers and the waitstaff in your restaurants. While mobility can provide the real-time information these workers need to respond faster to guest needs, the additional wireless traffic can also impact Wi-Fi performance.

- **Cost-effective IP video surveillance to improve facility security.** Video feeds from wireless cameras can greatly improve guest safety and substantially reduce the costs of deploying a facility-wide video surveillance solution. But the major increase in bandwidth required to support video can have a major impact on WLAN performance.

THE SOLUTION: GIVE EVERYONE IN YOUR HOTEL A FAST DESKTOP-STYLE WI-FI CONNECTION WITH A ZEBRA HIGH PERFORMANCE WLAN

The ap 8200 series access points: A new wlan backbone that delivers more functionality for less cost

Zebra AP 8200 Series access points are uniquely designed for hospitality, providing the features and functionality required to support all of the wireless applications needed to provide your guests with the best possible experience, including:

- Support for the latest Wi-Fi protocol, 802.11a/b/g/n/ac, which provides the bandwidth required to support every person in your facility and all of their applications, as well as the new mobile devices that guests are carrying into your hotel

- The WiNG 5.5 operating system, which delivers unmatched bandwidth, network performance, security, reliability, manageability, scalability and flexibility

The sleek design of the AP 8222 fits right into the most design-conscious hotel environments, ideal for guest-facing public spaces. The multi-function modular AP 8232 allows you to add layers of additional technologies — from dedicated Wireless IPS sensors to IP surveillance cameras* — at a much lower cost. And since the AP 8200 series offers a higher power radio than typical competitive devices, you can provide the same level of service as competitive devices with as few as half the access points, dramatically reducing your network costs.
(* Available soon.)

T5 Wi-Fi over VDSL2 system for cost-effective high-speed in-room coverage

The T5 System allows you to provide high-performance in-room wireless coverage, regardless of the number of guests or devices per room. The T5 allows you to deliver high-speed wireless over your existing telephone wiring — no need to install new wiring or rip-and-replace existing wiring. The result is a new level of affordability for the high-speed in-room Wi-Fi service your patrons demand. And since the hardware can be installed in minutes in each room with a screwdriver, you can begin delivering high-speed in-room Wi-Fi in days, instead of weeks or months.

1. Winning Customers' Hearts Starts With A Great Guest Wi-Fi Service. A Forrester Consulting Study commissioned by Zebra, May 2013.

ALL THE WLAN FEATURES YOU NEED TO TAKE THE CUSTOMER EXPERIENCE TO THE NEXT LEVEL

Our wireless hospitality solution provides a wealth of features that help you deliver service with a difference, driving the value of your wireless LAN up — while driving the cost to deploy and operate your WLAN down.

AP 8200 SERIES ACCESS POINT FAMILY	
Impressive desktop-style wireless network performance for the latest mobile devices — regardless of the number of users and complex applications	• 802.11ac provides maximum network capacity and wireless speeds, breaking the Mbps barrier to deliver up to 1.3 Gbps data rates— four times the speed of 802.11n. With 802.11ac your WLAN is ready for the densest user environments, able to handle all your associates, all your guests and all your applications — even during the largest conference or meal service. • With our distributed network-aware architecture, all WLAN infrastructure is aware of every other access point and controller in the network, as well as its state, empowering the WLAN itself with the intelligence to dynamically determine which route will provide the fastest delivery of every transmission. • Zebra's unique features at the network edge, such as client-load balancing, airtime fairness, pre-emptive roaming and rate scaling work together to prevent an overload on any given access point and ensure devices roam when the wireless connection begins to erode — before device and app performance is impacted.
The right form factors for every area in your store environment	Choose from two models: • The AP 8222 offers a sleek design that looks right at home in your customer-facing environments. • The modular AP 8232 provides powerful industrial flexibility, allowing you to add new functions by simply snapping on up to two plug-and-play modules — including a 3G/4G LTE card for a redundant wireless connection, a dedicated wireless intrusion sensor, an environmental sensor or an IP video camera (available in the near future).
Installation flexibility	The plenum-rated housing in the AP 8232 series gives you complete deployment freedom — you can install the AP 8232 above a drop ceiling, under the ceiling or on a wall.
Cost-effective migration to 802.11ac at your own pace — without rip and replace	Two features give you full control over migration to the 5th generation Wi-Fi standard: • Dual 802.11ac and 802.11n radios provide support for all clients — legacy and next generation 2.4 GHz and 5 GHz. • Full compatibility with all Zebra WLAN infrastructure, including other access points and our NX and RFS Series controllers, ensures easy and fast integration into your existing WLAN.
Onboarding is a snap	It couldn't be easier for customers to join your Wi-Fi network. Even if a guest has never been in your hotel or restaurant and doesn't have your loyalty app loaded, you can deliver an instant invitation to join your Wi-Fi network when they enter. Guests can sign on using existing credentials from social networking sites such as Facebook or LinkedIn to access your network. You can control the length of time they have access — such as 30 minutes or during business hours. And unlike the standard public hot spots, with support for certificates, the connection is very secure.
The security your facility requires and PCI compliance demands	The AP 8200 Series provides the peace of mind that the most sensitive data, including your customer's credit card information, is secure. • Comprehensive integrated features protect your data every second of every day, including a layer 2-7 stateful packet filtering firewall, AAA RADIUS services and a VPN gateway. • Just snap on the optional Wireless Intrusion Protection System (IPS) module for the AP 8232 for around the clock dedicated rogue detection, eliminating the need to purchase, deploy and manage a standalone layer of hardware.
A separate sandbox for maximum security for guest access	Just snap the 4G LTE Cellular Backhaul module onto the AP 8232 to completely segment guest traffic from your network. Alternatively, you could use the cellular module to provide a primary wireless connection to simplify and reduce the cost of deploying a wireless network, or as a redundant wireless connection to ensure continuity of coverage in the event the wired network connection fails.

AP 8200 SERIES ACCESS POINT FAMILY (CONTINUED)

Automatically collect and act on environmental information to reduce utility costs	The environmental sensor module for the AP 8232 offers an integrated Light Sensing feature that detects when lighting indicates that spaces are unoccupied, automatically activating low power mode. In addition, you can also collect information on motion inside your facility as well as temperature and humidity. The environmental information can be sent to your application, which can then take the appropriate action based on the rules you have developed. For example, motion data can allow you to light signage inside your store only when a customer is in the vicinity.
Enable the advantages of video monitoring — without the cost	In the near future, you will be able to connect an IP camera to the AP 8232 to collect live video feeds, allowing you to reap all the benefits of video systems, at a much lower cost. For example, you can improve security and loss prevention measures with a video surveillance system. And video analytics can provide a wealth of real-time data to ensure proper staffing at all times, minimize wait times in checkout lines, ensure prompt clean up of spills, improve traffic patterns and more, enabling supervisors to better manage the hotel or restaurant.
Proximity awareness and presence services	From the moment your guests arrive until the moment they check out, Proximity Awareness and Presence Services allow you to send real-time relevant rules-based information and special offers to guests via your loyalty program, based on where they are in your facility. For example, you can automatically send a warm welcome message to guests the moment they arrive in your parking lot. As they approach the hotel entrance, you can send express check-in opportunities to help them get to their room as quickly as possible. As they pass your restaurant or spa, you can send special offers and discount coupons. The result is a new personalized experience that will have your guests talking — and returning. Benefits include the ability to improve the response rate for promotional programs as well as per-customer revenue. Features include: • Automatic detection when guests arrive • Rule-based push notifications • Real-Time Locationing Services (RTLS) • Definition of zones to support rule-based push notifications
Easy and highly cost-effective management	When it comes to management, Zebra's OneView WLAN management software provides a single pane where you can see your entire WLAN — your access points and all the controllers that control those access points — bringing a new level of simplicity to network management. But maybe you don't want to purchase and manage a controller to manage your access points. When you choose Zebra's AP 8200 Series, that's never a problem. Whether you simply are a smaller facility without IT support or just want to save on the cost to manage and deploy controllers, our Cloud Management service provides a virtual controller, right through the cloud. This Software as a Service (SaaS) allows you to simply pay a monthly fee to obtain all the same management capabilities, without requiring the purchase, deployment and everyday management of a controller.

T5 WI-FI OVER VSDL2 SYSTEM

Unique in-room wireless solution that enables high-speed wall-to-wall Wi-Fi service in guest rooms with unsurpassed affordability	• Integrates with your existing PBX and in-room telephone connections. • Easy to deploy in just days instead of weeks or months — no new wiring is needed in either your main communications rooms or your guest rooms, and all you need is a screwdriver. • Operating power is delivered over the telephone wire, so there are no in-room power supplies for guests to accidentally unplug. • Easy to manage — T5 infrastructure can be adopted by a Zebra controller for remote end-to-end management, allowing IT to automatically discover and provision the equipment, as well as proactively monitor equipment status and statistics to uncover and address network issues before performance — and guest satisfaction — are impacted.

Deliver an unparalleled guest experience and increase workforce productivity in your hotel with Zebra's WLAN hospitality solution.

To find out how, please visit **www.zebra.com/wlan** or locate your local Zebra

representative in our contacts directory at **www.zebra.com/contact**

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