Getting Hospitality Wi-Fi Right the First Time

"Connectivity is vitally important to hospitality owners because when guests are satisfied with their Wi-Fi, they give high ratings and make return visits."

– JEAN-FRANÇOIS FONTAINE-BOULLÉ

In the Hospitality industry, guest Wi-Fi must be fast, stream all media, and support all devices. The deployment of the network needs to be fast and efficient as well. Jean-François Fontaine-Boullé, EMEA Strategic Verticals Director, watching after Hospitality Sales in this region, reflects on his ground experience with Hospitality connectivity, giving tips and insights on best practices in Hospitality Wi-Fi network installation.

WHAT SHOULD HOSPITALITY DECISION MAKERS KNOW ABOUT CAMBIUM NETWORKS?

Cambium Networks is one of a few worldwide manufacturers fully involved in the Hospitality and Tourism Industry as a whole (connecting hotels & resorts, restaurants, residences, camp grounds, sports & music arenas, events, and theme parks). Building on technology and innovation throughout our broad portfolio of wireless connectivity solutions, we are able to offer great price points for cnPilot™, our enterprise grade indoor and outdoor Wi-Fi products (access points and switches). Cambium Networks can meet any hospitality need with advanced management capabilities, delivering high capacity and fast installation in an affordable package.
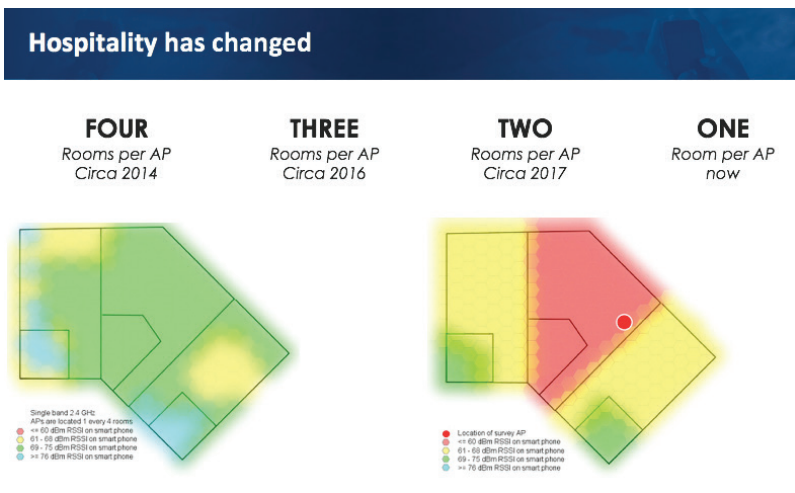
WHAT ARE THE 3 KEY WI-FI FEATURES FOR HOTEL GUESTS?

Hotel guests around the world look for:

1. high speed internet connection,

2. one-click access,

3. seamless connection throughout the entire property, whatever the facility.

Today's guests want to be online from the very minute they reach the property, and to stay connected everywhere: their room, the restaurant, the pool, the roof top, the fitness center, the conference center – regardless of the nature of their stay: business or leisure.
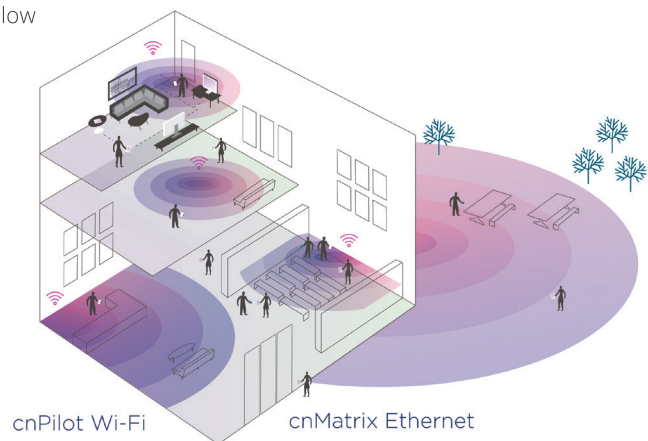

Hospitality has changed

FOUR	**THREE**	**TWO**	**ONE**
Rooms per AP Circa 2014	Rooms per AP Circa 2016	Rooms per AP Circa 2017	Room per AP now

WHAT ARE 2 CRITICAL CONSIDERATIONS WHEN PLANNING HOSPITALITY WI-FI NETWORKS?

- **Choose the right access points –** they have to be future proof while enabling backward technologies to connect. The choice between corridor APs (historic way of rolling out Wi-Fi in hotels) or wall plates (an "in-room" approach) will be crucial. Corridor installation provides the internet signal from the corridor to the room. Wall plates' direct connections within each room across a short distance offer higher uplink throughput to post videos, pictures, and interact on the web at a faster pace. Moreover, wall plates offer the ability to connect wired services to Internet such as a smart TV, a set top box, an automatic minibar, and so on. With limited numbers of IP sockets in the room and increasing demand for connected devices in hotel rooms – such as the recent trend for voice control assistant & speakers – this is the solution hotels should definitely consider.

- **Invest in the network –** it will pay a high return. Besides the capital investment, the operating expenses attached to network management and usage all factor in. Therefore, evaluating Total Cost of Ownership (TCO) is more important than the initial hardware investment. cnPilot does not have software, license, or maintenance fees; in some cases we have provided a new full hardware investment for the price of our competitors recurring service or software maintenance fees alone.

WHAT TOOLS ARE NEEDED TO PLAN AND MANAGE A HOSPITALITY WI-FI NETWORK?

To install a Hospitality Wi-Fi network right the first time, perform a heat map survey using the proper tool (Ekahau is one example) to assess the number and type of access points, ideal install locations for them, and generate a bill of materials based on the unique parameters of the unique coverage area.

Use a modern and scalable management platform that provides a single pane of glass and integrated help desk tools across the enterprise Wi-Fi network and Ethernet distribution in the property. Cambium's cnMaestro™ Cloud-based management provides all the essential features required, with no recurring or license fees. cnMaestro™ supports the cnPilot™ hospitality enterprise W-Fi portfolio and cnMatrix™ Ethernet. cnMaestro™ Pro adds additional features such as deep analytics and multitenancy to allow Managed Service Providers to extend control and a accessibility to their hotel customers.

cnPilot Wi-Fi   cnMatrix Ethernet

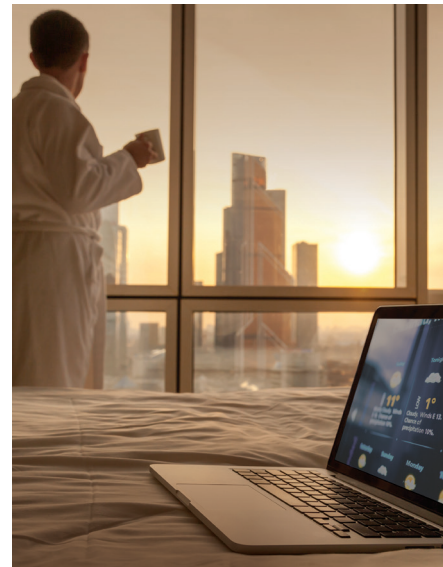## DESCRIBE A SOLUTION FOR A PARTICULARLY DIFFICULT DEPLOYMENT SCENARIO.

Many deployments could appear difficult at first, but deployments in hotels are never that complicated, and Cambium Networks equipment is renowned for the ability to handle demanding and complex installations. One of the major issues we commonly face are historic buildings with thick stones walls where signal penetration is hampered, but our professional partners on the ground can tackle any situation. In this case, a combination of access point types can still be a great solution – cnPilot wall plate for in-room connectivity, with other high capacity indoor access points such as the e600 providing connectivity in common areas. With Cambium Networks price, the network can be designed to provide performance without compromise.

DESCRIBE HOW WI-FI CAN TRANSFORM A HOSPITALITY BUSINESS.

Generally, our customers can immediately see the impact of a reliable wireless network on their business. Last year, we installed a Wi-Fi network at a campground. Thanks to our full service captive portal, and the ability of our management platform to edit vouchers, the camp ground recovered their initial investment after a single season (6 months), The features of cnPilot with cnMaestro management made it possible for the campground operator to leverage guest purchase of Wi-Fi for both an enhanced experience for the guest and increased revenue for the property.

"Thanks to our full service captive portal, and the ability of our management platform to edit vouchers, the camp ground recovered their initial investment after a single 6-month season."
– JEAN-FRANÇOIS FONTAINE-BOULLÉ

HOW CAN A HOSPITALITY NETWORK OPERATOR EVALUATE THEIR INVESTMENT?

Even before placing an order with Cambium Networks, customers can tell they're making a good investment – simply by comparing our products' features and services to other vendors. Cambium Networks' enterprise grade solutions are affordable – with no license, software, or maintenance fees – easy to operate with a powerful and secure management platform and backed by excellent customer support.

cnPilot Wi-Fi Access Points

- Micro-cell to high density, high capacity
- Indoor and outdoor dual radio, 802.11ac wave 2
- Distributed intelligence Wi-Fi for enterprise networks
- High efficiency internal antennas
- Included mounting brackets for quick installation

cnPilot Portfolio

1 Outdoor, e700 4x4   2 Indoor, e600, 4x4   3 Indoor, e410, 2x2   4 Indoor Wallplate, e430, 2x2 with 4 x GigE, PSE port

5 Outdoor e50x; 2x2 with Omni or Sector High gain antennas

Cambium Networks™