



# Customer-driven networking for a better guest experience

The ultimate hospitality  
solution guide



# Whether it's a single hotel, large chain or conference centre, secure and reliable Wi-Fi connectivity is now an expectation and an integral part a quality guest experience.

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Extreme's software-driven, secure and smart network infrastructure meets the business and physical needs of today's mobile-driven venues.

Switching, centralised management, and contextual network analytics offer the ability to outfit customised, high-quality guest wireless across any property, regardless of the existing infrastructure.



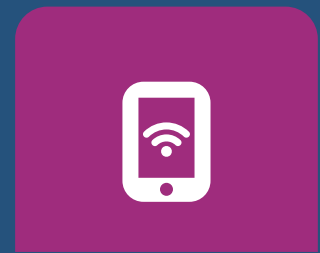
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75% of hotels and resorts plan to use location-based services in the next year



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>70% of mobile professionals have chosen a hotel based on Wi-Fi experience



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65% of guests access the internet within 7 minutes of their stay

Discover customer-driven networking and deliver a better guest experience.

# Wi-Fi is king

Seamless internet access is now the most important amenity for guests when choosing a hotel:

**85%** Wi-Fi\* 

**75%** free breakfast\* 

**70%** free parking\* 

## Customer Satisfaction Meets Additional Revenue Generation

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As well as meeting customer expectations, high performance Wi-Fi connectivity provides a great opportunity for new revenue streams through additional

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services such as surveillance, telephony, and movies-on-demand, media streaming, and promotional offers, as well as IoT such as smart refrigerators or door locks.

# Introducing Extreme Elements

Flexible building blocks for an autonomous network.

Configured to the unique needs of every business environment. Combining architecture, automation, and artificial intelligence, Extreme Elements ensure users get what they need, when, and where they need it. Providing a superior user experiences is as simple as mixing and matching the right elements.



Extreme®



# Choosing the best solution for every venue

## Small venues (small hotels, cafes, bistros)

Whether travelling for business or pleasure, guests expect a high-quality Wi-Fi experience the moment they walk in to the hotel. And if they're unable to connect to send a business email or FaceTime with family, it's frustrating and detracts from their experience.

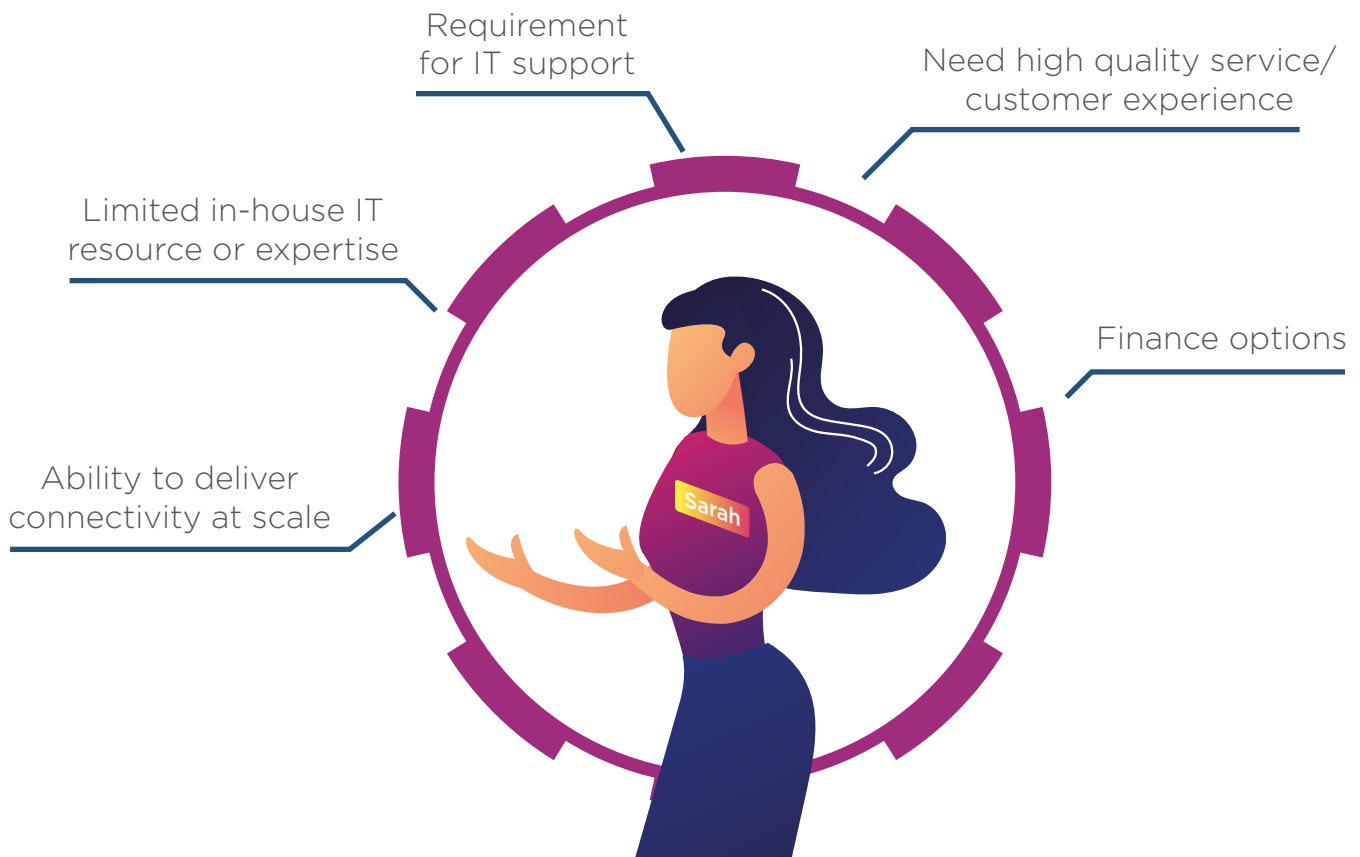
### Small hotel Sarah

This is Sarah. She owns a small hotel. Making sure her guests are happy keeps her up at night. She understands that a high quality mobile experience for guests is important for business.

This presents a series of challenges. She needs to replace guest Wi-Fi complaints with a high quality customer experience and connectivity at scale, but has limited IT know-how. She also needs flexible finance options and technical support if problems arise.



# Sarah's challenges:



Extreme®  
Connect Beyond the Network

## Extreme Elements solutions:

ExtremeCloud, Extreme Access Points

### Features:

- Proactive Wi-Fi operations with ExtremeAI for Smart OmniEdge
- Zero-touch provisioning
- Access policies for apps
- Integrated WIPS for rogue AP detection and monitoring
- Built-in tool for PCI compliance reporting

### Benefits to hotel:

- Easy set up in 3 steps
- Visibility into users and applications
- Flexible cloud model that can scale and grow with the business
- Lower capital expenses with cloud subscription
- Designed for limited IT resources

### Benefits to guests:

- Anytime, anywhere internet access
- Easy registration
- Secure Wi-Fi for peace of mind
- Supports VPN for business guests

# Medium or multiple venues

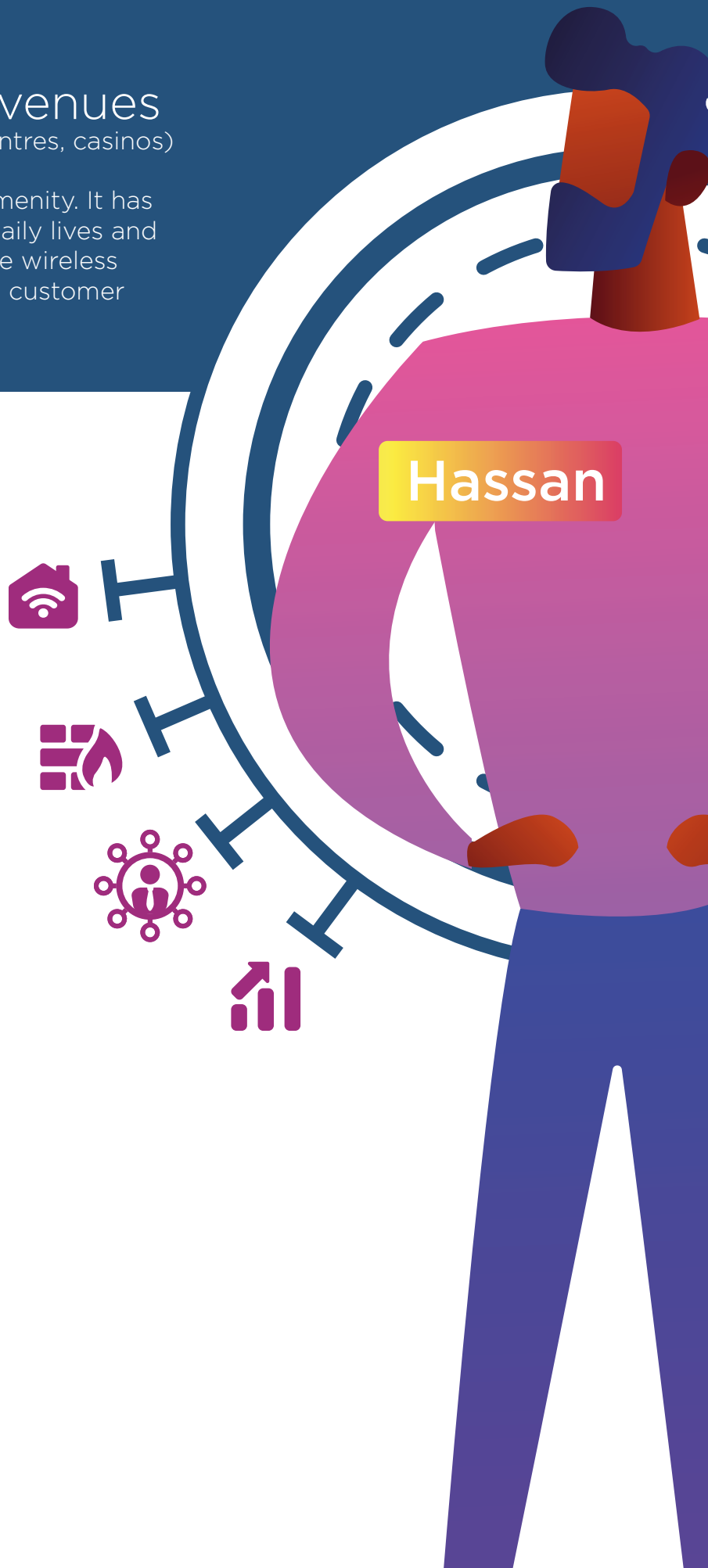
(hotel and restaurant chains, leisure centres, casinos)

Internet connectivity is no longer an amenity. It has become an integral part of travellers' daily lives and a basic expectation. Anytime, anywhere wireless connectivity is now essential to reward customer satisfaction and loyalty.

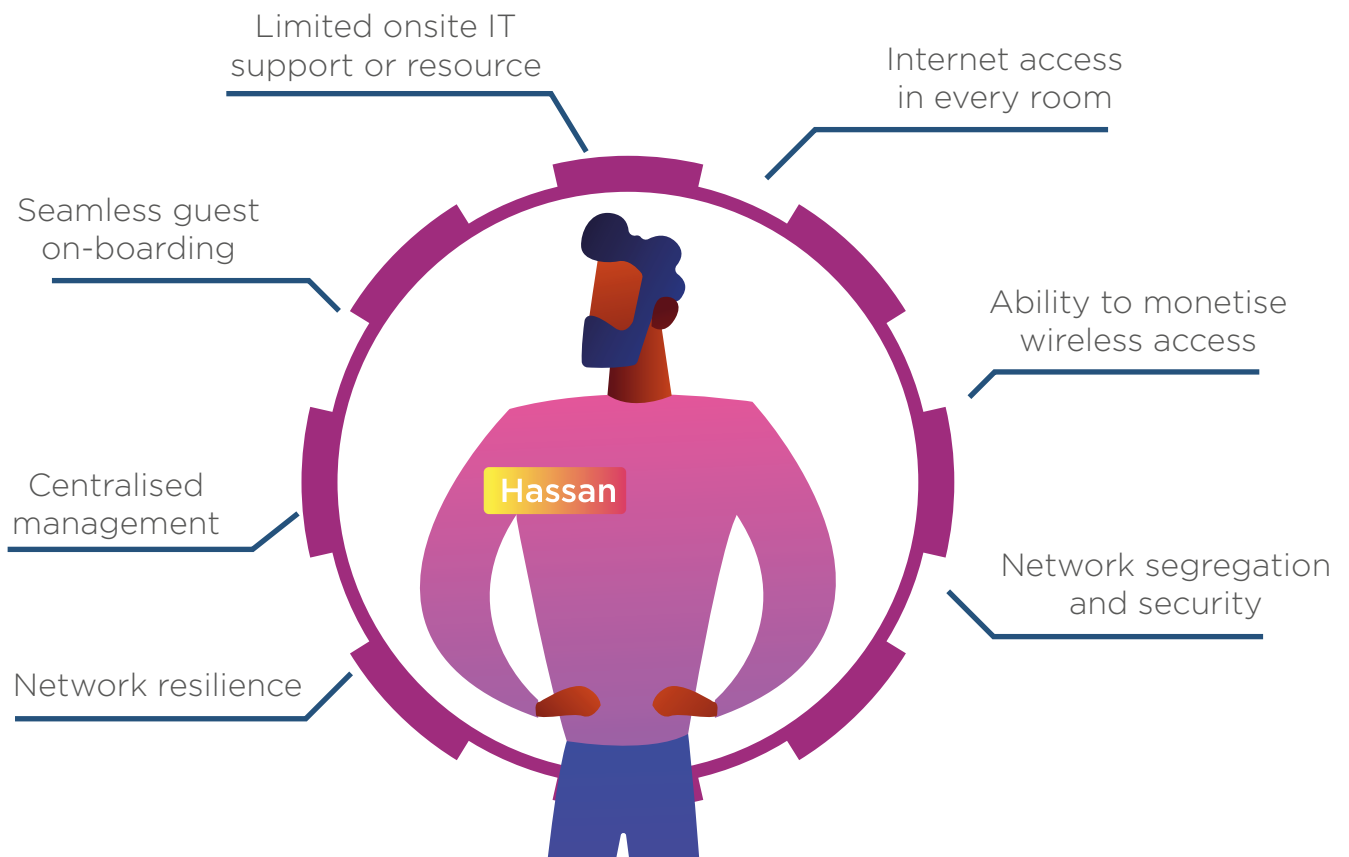
## Hotel chain Hassan

Meet Hassan. He's the CIO for a large hotel chain. Ensuring a high quality mobile experience for guests and connectivity for day-to-day operations is essential to the business.

With limited IT resource in house or on premises, providing the comprehensive connectivity needs of guests and operations is a challenge. Connectivity in every room and network resilience are a given, but security, network segregation, seamless guest on-boarding and centralised management are needed too. Plus a platform that will enable the business to scale, monetise access and build a strategy to increase their return on investment - now and into the future.



# Hassan's challenges:



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## Extreme Elements solutions:

Wi-Fi 6, ExtremeGuest, ExtremeCloud Appliance, ExtremeControl, Extreme Access Points

### Features:

- Simple to manage from the cloud
- Single pane of glass for wired and wireless
- Reliable and stable service
- Manage and control daily operations remotely
- Easy monitoring of each site from a single platform

### Benefits to venue:

- Detailed profiling with access and app analytics data
- Enables consistent policy roll-out across the entire network
- Proactively secures internet access and BYOD onboarding
- Effectively balances security and availability for guests and staff

### Benefits to guests:

- Quick and easy guest registration
- Stable, secure access anywhere, at any time
- Supports VPN for business guests



# Large venues

(exhibition halls, conference centres, sports stadia)

Today's events offer live communication over video streaming and event apps that demand flawless wireless connectivity and sufficient bandwidth to handle thousands of connected devices.

## Conference centre Katarina

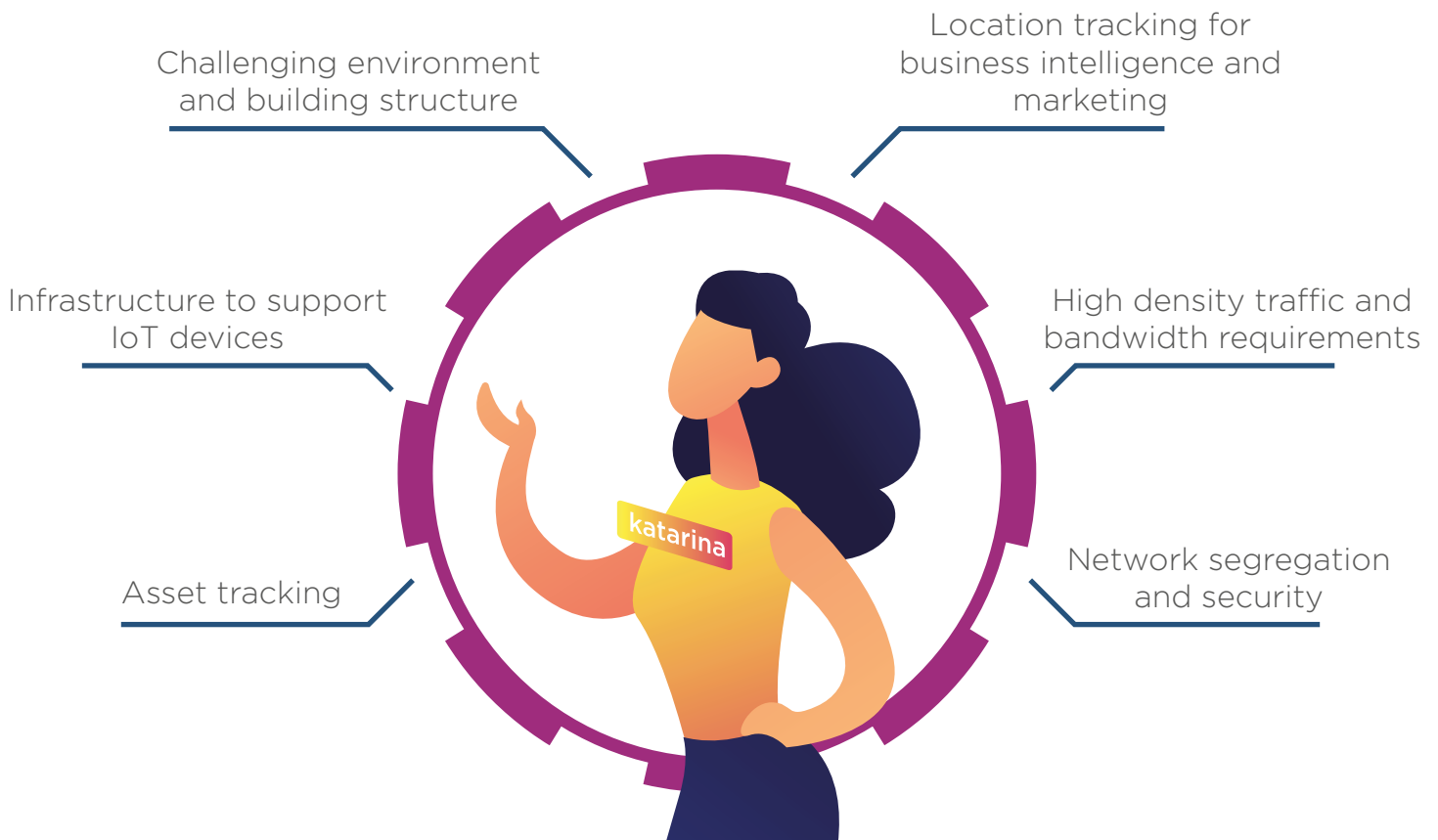
This is Katarina. She's the Facilities Manager at a large conference and exhibition centre. She needs seamless hi-speed connectivity for thousands of exhibitors, concert goers or attendees, a wireless network that can scale up and down easily with inbuilt security and segregation.

She wants to leverage location-based insights over the Wi-Fi network to understand how guests are engaging with the venue and use the contextual analytics to better service those guests

This poses several challenges. Guests expect to connect quickly and easily. They need the bandwidth to update blogs, Twitter and Facebook; send photos, video clips and reports; and connect over Teams or other collaboration apps. And there's limited in-house IT expertise to manage these issues.



# Katarina's challenges:



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## Extreme Elements solutions:

Wifi 6, ExtremeCloud Appliance, Extreme Defender for IoT, Access Points

### Features:

- High-performance, enterprise-class WLAN appliances
- Scalable to over 10,000 managed devices per wireless appliance
- Seamless roaming with centralised and distributed data forwarding
- Virtualised management and control planes for cloud deployments
- Flexible platform automatically adapts to underlying virtual resources

### Benefits to venue:

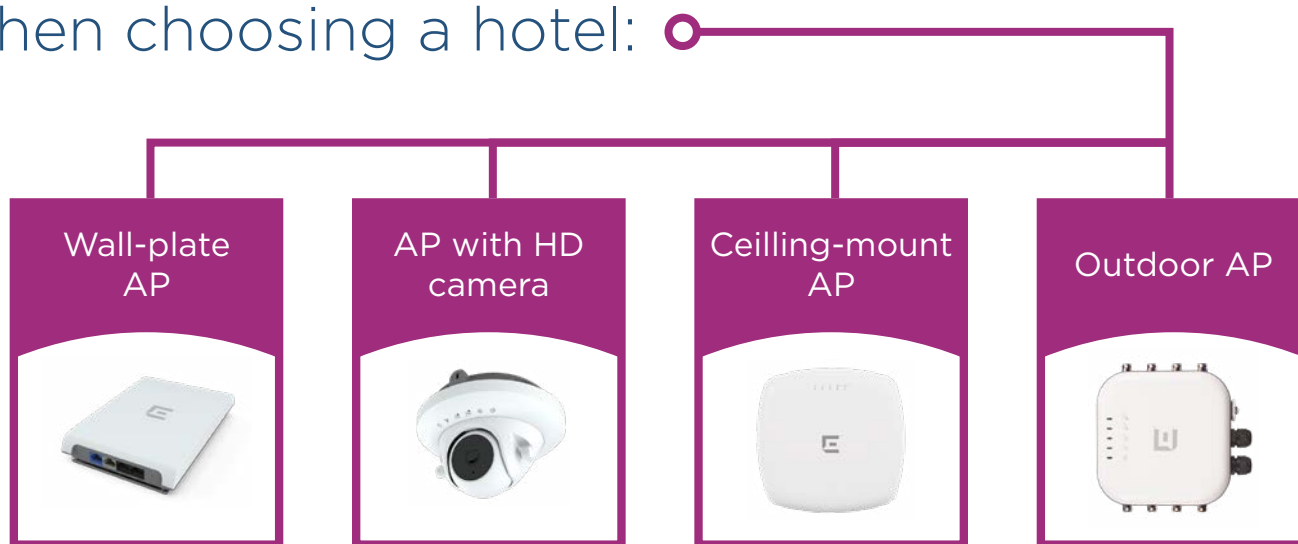
- Simple to deploy and manage
- Centralised inventory for devices
- Secure zones at scale
- Superior signal even in interference-laden environments
- Resilient and available for non-stop business continuity

### Benefits to guests:

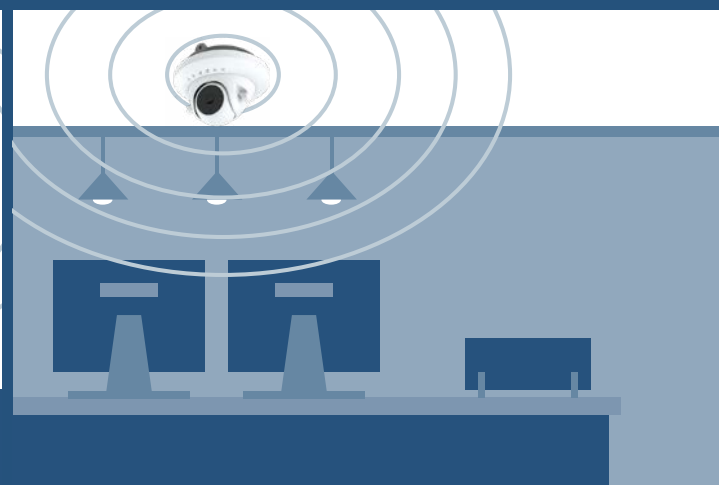
- Internet with ease and security
- Anytime and anywhere Wi-Fi connectivity
- Determine the usage time by requirement
- Support VPN for business guests

# Seamless wireless for every environment

Seamless internet access is now the most important amenity for guests when choosing a hotel:



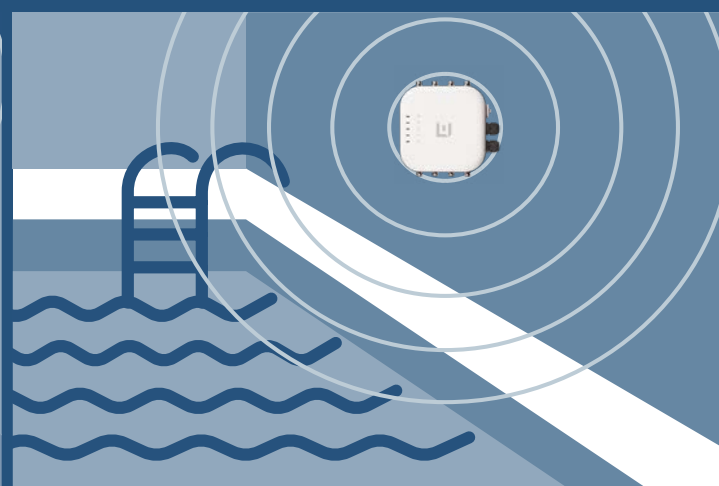
In-room



Lobby/Dining Room



Hall



Swimming Pool

# Wi-Fi security

Extreme solutions at a glance

## ExtremeControl:

Granular policy control from the edge to the data centre into the multicloud. Customise onboarding of guests and IoT devices easy and secure with predefined templates for non-IT personnel. Enables consistent policy roll-out across the entire network. Enhances security with agent-based and agentless assessment option.



## ExtremeCloud:

A complete out-of-the-box Wi-Fi network with a range of benefits like remote network management and application prioritisation. Adapts to business growth and locations with remote troubleshooting. Offers quick network setup with zero-touch provisioning. Automatically controls policies for user and application access.



## ExtremeCloud Appliance:

Wired and wireless orchestration for campus, private cloud, and IoT. Designed for dense user environments with policy and role-based BYOD on-boarding. Makes network enhancements easy with a simple dashboard and workflows. Adapts RF to your Wi-Fi network for the ultimate customer experience.



## Extreme Defender for IoT:

Simple security for critical devices, Extreme Defender secures and monitors IoT devices with ease, is deployable over third party IP networks with an intuitive user-interface for use by non-technical staff



## ExtremeGuest:

Comprehensive, configurable on-boarding for wireless networks, ExtremeGuest gives customers the flexibility to login the way they choose, while providing valuable demographic data using simple-click-through.



## Wi-Fi 6:

802.11ax is the 6th generation of Wi-Fi. It has 4x the capacity than 802.11ac to support flexible channel sizes and resource units that allow operators to offer more efficient IoT support. Benefits for hospitality venues include increased network capacity, augmented Wi-Fi efficiency and 2.4Ghz/5Ghz support, and improved battery life for connected devices.



Choose a Right WiFi Solution  
for Your Business

# Extreme Networks and Westcon

Your networking partners  
for every venue

**For more information, contact us...**