

# Tomorrow's **HOTEL** Today ...

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**aruba**

a Hewlett Packard  
Enterprise company

# THE RISE OF #GENMOBILE





# WiFi / Internet is the **Top** **Guestroom Amenity**

# Today's Travelers Want a **Fast, Reliable and Stable** Network

Business, pleasure, social needs  
demand ubiquitous connectivity





# Wi-Fi Calling

## A New DAS Alternative

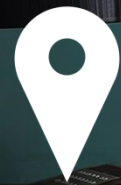
Can your infrastructure provide visibility and prioritization for voice traffic?

# Building the Guestroom of the Future

## Connectivity for In-Room Technology



Guest Access



Location



Wi-Fi Calling



IPTV



Analytics



Staff Ticketing



IP Cameras



Mobile Engagement / IoT

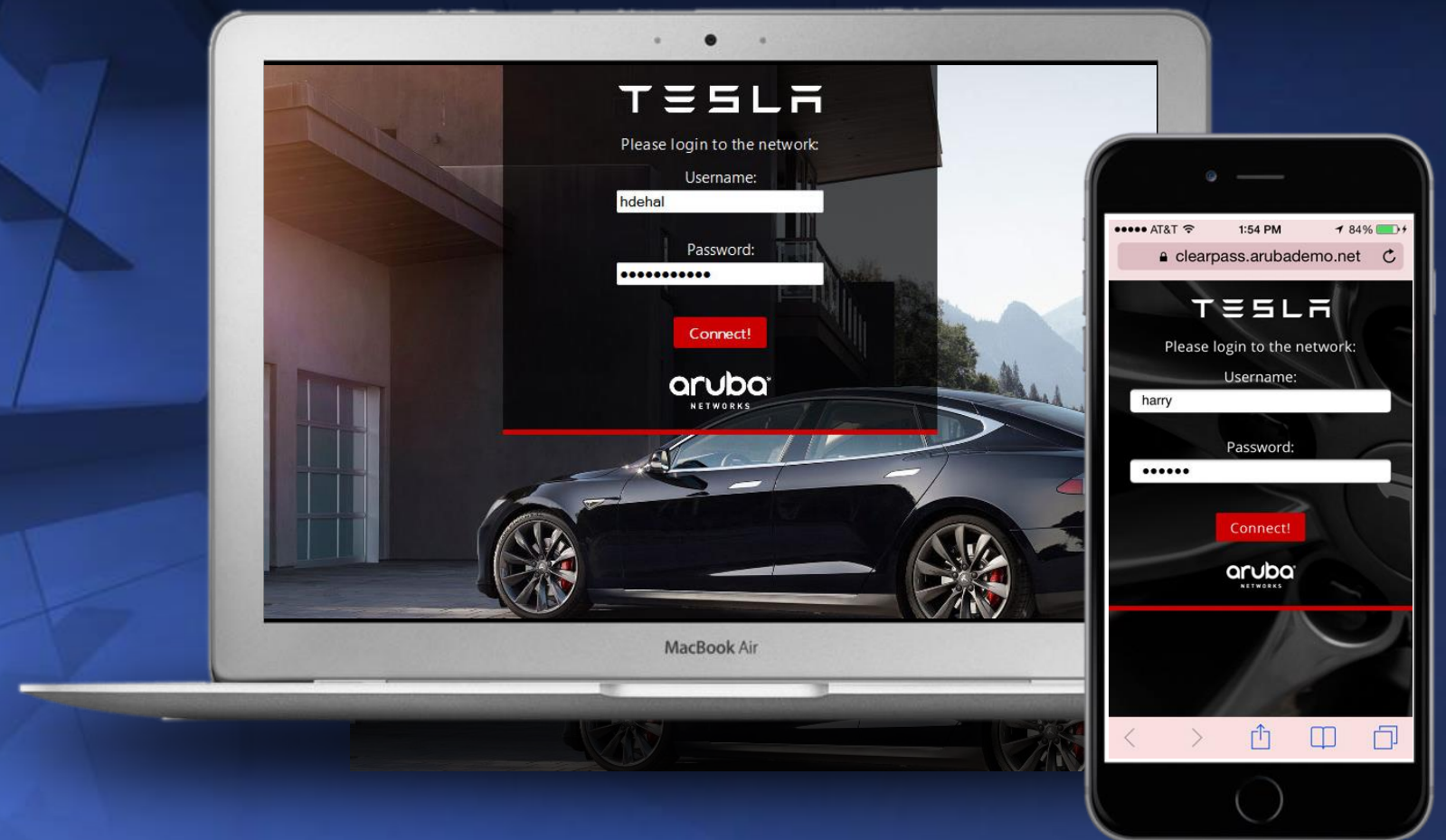
# Step Up Your HSIA Experience

Custom portals  
to showcase your property

Social logon support

One Wi-Fi login for repeat visitors

Integration with  
leading PMS providers



# Monetizing (\$\$\$) Indoor Mobile Engagement



## Share of Wallet

with notifications about in-house services  
("Relax with a massage at our luxury spa")



## Lower Abandonment

By guiding guests with turn-by-turn directions to services and amenities



## Reward VIP Guests

With personalized, loyalty-based notification offers during their stay



# Personal Area Networks with AirGroup

Each guestroom becomes a PAN

Eliminate Jack Packs

Secure file sharing and streaming



# Location Redefining Our Experiences

## Way-Finding

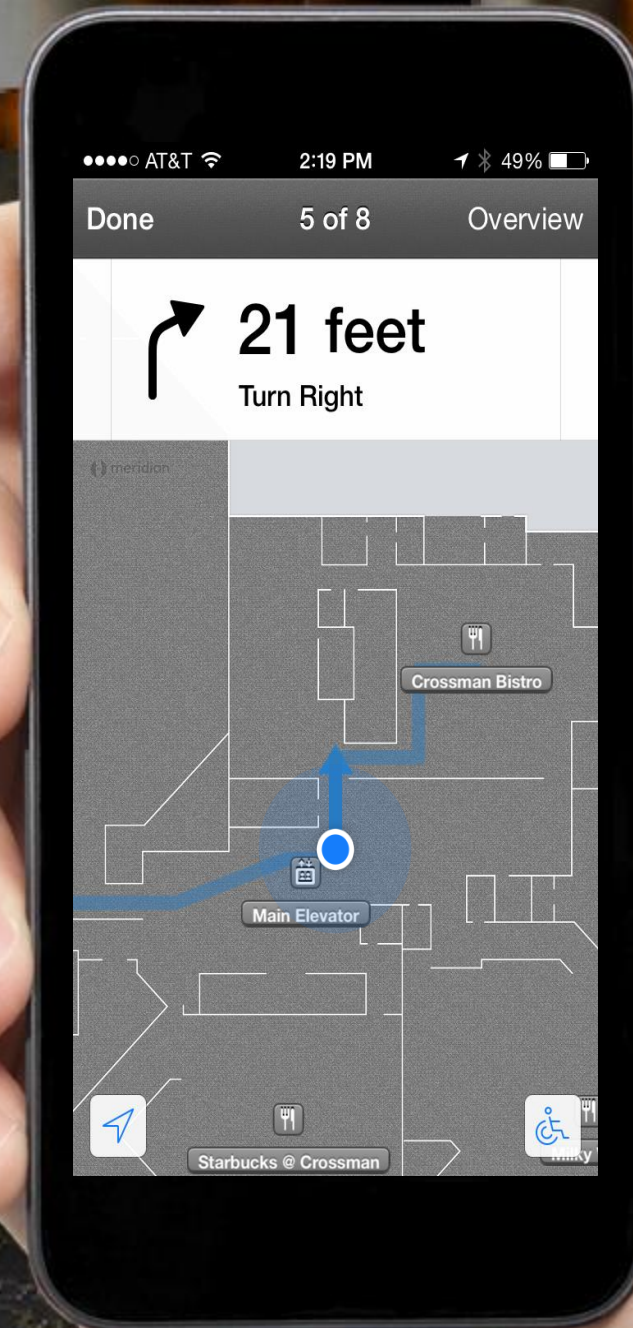
Indoor turn-by-turn directions

## Push Notifications

Time and location  
relevant messaging

## Location Sharing

People finding



# Why Hospitality Chooses Aruba

## Access Solutions



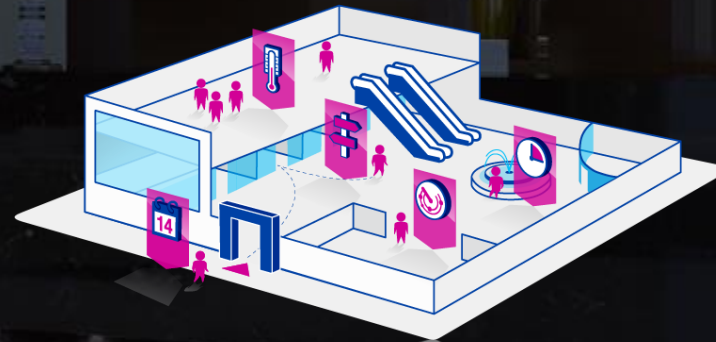
802.11ac wireless  
Multi-gig switching  
Lifetime warranty

## Architecture and Visibility



App aware QoS / traffic shaping  
Predictive services health visibility  
Controller or controller-less options

## Location Based Services



Wayfinding, push and location sharing  
Code-free apps or SDKs  
Centralized management over any Wi-Fi

## Policy Services



Guest access  
Self-service BOH access  
PMS integration  
Personal Area Networks

# Improve Business Ops with Network Context

Aruba Analytics and Location Engine



# Innovative Customers



# A World Class Experience

Aruba Wi-Fi and Meridian  
Mobile Engagement

Jumeirah  
STAY DIFFERENT™

# Rolling out the Red Carpet for VIPs

Complete 802.11ac WLAN Solution:

Access Points, ClearPass,  
Airwave, ALE, Meridian

18 Locations in the  
Southwest United States

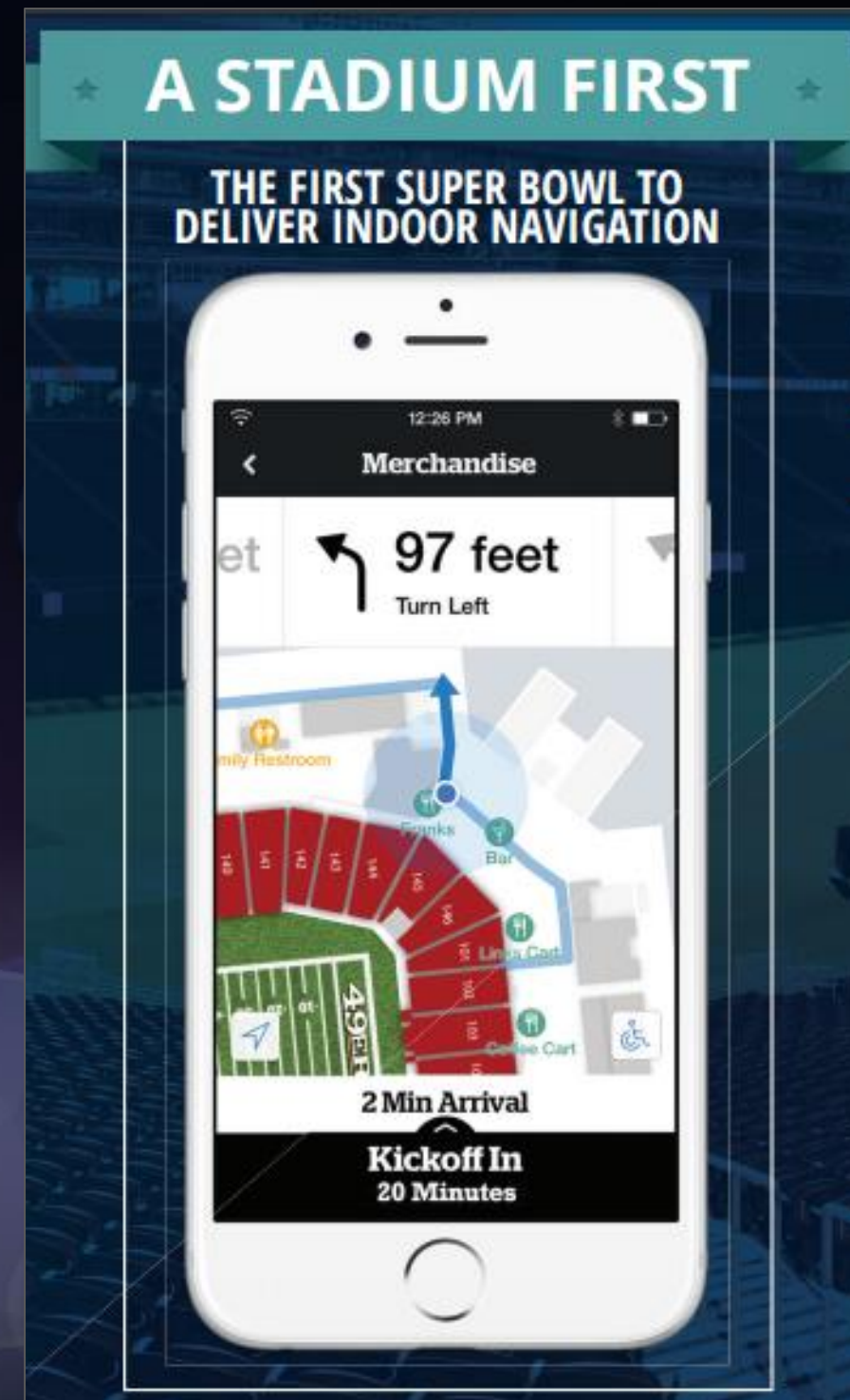
STATION CASINOS<sup>®</sup>  
INC.

# 2016 Super Bowl at the Levi's Stadium (Silicon Valley, USA)

## Wi-Fi for the Record Books



68,500 Seats  
1,200 APs





# Thank You