ZEBRA

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 each 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.

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: Put the Wireless Network Where the Guest is — in the Room, in the Ballroom or at the Pool

ZEBRA DEPLOYS MULTIPLE ACCESS POINTS DESIGNED FOR ANY HOTEL WITH ANY TYPE OF EXISTING INFRASTRUCTURE

Zebra AP 7532 features the latest three stream 802.11ac technology. Ideal for managing a high density wireless client network for ballrooms, meeting rooms and open public spaces. The AP 7532 is trim and hides easily while delivering an exceptional wireless performance. The 7532 supports 802.11a/b/g/n/AC.

The AP 7522 is similar to the 7532 - each includes standardized transmit Beamforming, RoamAssist to prevent sticky wireless clients, and built-in WiNG capacity controls. The 7522 is a two stream access point with a high cost-to-benefit ratio designed to meet the growth in mobile devices. The 7522 supports 802.11a/b/g/n/AC.

To extend the wireless LAN outdoors, a low cost 802.11n AP 6562 and cost effective 802.11ac AP 7562 can be easily deployed poolside for guest access or in a parking structure to extend staff connectivity and alert the network when the guest arrives. Both APs feature the patented MESH Connex technology for high speed MESH convergence with automatic backhaul detection and recovery.

Three access points designed for hotel guest rooms round out the portfolio. The 6511 is a tiny 802.11n access point with a single radio capable of operating in either 2.4GHz or 5GHz. The TW-511 operates over plain telephone wire without requiring Ethernet backhaul. The TW-511 is a single radio AP that supports 2.4GHz or 5GHz with standards 802.11a/b/g/n. The AP 7502 is a small powerhouse AP featuring dual radios, a very low operating power profile, and dual radio 802.11a/b/g/n/AC standards.

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

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

All the Zebra access points are designed with a sleek exterior to meet design conscious hotels. For example, the AP 7502 is a mere 90mm square; about 3.5 inches. This allows the AP to be installed virtually anywhere without attracting undesired attention.

To showcase Zebra's understanding of the hotel market, the AP 7502 can be installed in about 2 minutes over a Cat5 Ethernet wall jack. Less time than housekeeping will spend in the room. The rapid and secure design of all the wall plate access points from Zebra fits the hotel desire for a tamper-proof and do-not-disturb the guest policy. The TW-511 leverages the telephone grade wire already deployed in the walls of the hotel. No disruption and no holes in the walls. Use the existing cable infrastructure to support the guest wireless network.

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.

EXCEED GUEST EXPECTATIONS WITH ZEBRA WIRELESS LAN

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 factor for every hotel zone	Zebra designs access points purposely to match the needs of every hotel zone. Choose from: • Wallplate access points designed for rapid installation and high RF quality right where the guest is - in the room. Choose the T5 based Wallplate APs if the hotel does not have Ethernet cabling. Choose the AP 7502 to deploy dual radio 802.11ac over an Ethernet network with Cat5 structured cable wall jacks. • Ceiling mount access points deliver superior service in hallways, meeting rooms, ballrooms and hotel lobby. Often, the hallway ceilings are open and accessible for the AP 7522 - a cost effective dual radio 802.11ac access point that is slim and trim. The AP 7532 has the same sleek form factor, but features three stream network performance for high density found in the meeting and ball rooms.
Installation flexibility	Plenum rated access points with external antenna options can be deployed anywhere with performance tuned to the application. In room, wallplate access points are designed to be cosmetically appealing and quickly installed. Each wallplate access point features a snap on, double lock latch for tamperproof, secure and rapid installation.
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 WING 5 access points 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.

AP 7532 SERIES ACCESS POINT FAMILY (continued)

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.

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, VISIT WWW.ZEBRA.COM/WLAN
OR LOCATE YOUR LOCAL ZEBRA REPRESENTATIVE IN OUR CONTACTS DIRECTORY AT
WWW.ZEBRA.COM/CONTACTUS**

⁞⁞. ZEBRA

NA and Corporate Headquarters | +1 800 423 0442 | inquiry4@zebra.com