



ZEBRA

# THE WIRELESS CHALLENGE FOR THE HOSPITALITY SECTOR

It's a wireless world. People are more mobile than ever, which means you need to connect with your guests and empower your staff like never before. Providing the high-speed wireless connectivity guests expect, and your staff need to provide superior service, is the difference between keeping a customer and losing one.

## CURRENT STATUS

Wireless is an opportunity and a threat. Increased smartphone, tablet and PC use means expectations of fast wireless connectivity is now a demand.

**64%**

of surveyed professionals use video conferencing daily.<sup>2</sup>

**71%**

of all mobile communications flow over Wi-Fi.<sup>1</sup>

More than  
**half**  
of all open  
Wi-Fi networks  
are susceptible  
to abuse.<sup>3</sup>

**64%**

of hotels now offer free Wi-Fi.<sup>4</sup>

## THE OPPORTUNITY

Make reliable, easy-to-use wireless a valuable source of competitive advantage. Guests will actively choose venues with dependable, fast wireless services.

More than  
**70%**

of hotel guests are checking in with smartphones, tablets and PCs.<sup>5</sup>

Smartphone users spend an average of

**60 minutes**

a day, to complete daily tasks.<sup>6</sup>

**93%**

of tablet owners will utilize Wi-Fi only.<sup>7</sup>

**94%**

of people cite Wi-Fi as the most important amenity.<sup>8</sup>

**38%**

of those say no Wi-Fi is a deal-breaker and will book elsewhere.<sup>9</sup>

## HOW ZEBRA HELPS

Zebra wireless simply works, even with wildly fluctuating demand. Guests get a great experience, and you gain valuable intelligence from the data it gathers.

**24x7**

Best in class security



**Built to survive failure**



**Built-in location technology**

- Visualize & ID security threats
- See how to maximize staff productivity
- Engage guests with more relevant push marketing



**6 x faster**

to troubleshoot with unified management



**100%**

**pre-emptive roaming**

steers guests to best AP before performance degrades

