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Enterprise company

EBOOK ★ ★ ★ ★ ★

Aruba ESP Hospitality
INDUSTRY ADVISOR

Introduction

Technology drives the future of guest experiences in hospitality as the industry looks to balance staff and guest safety. Understanding and responding to guest behaviors is critical to the recovery. Hoteliers will need to reimagine the guest experience and re-engage with guests. At the same time, they will need to improve their operational agility and financial resilience to adopt new technology and manage their networks as demands change. Hoteliers are faced with enormous challenges, and opportunities, as the hospitality industry emerges from COVID-19. As hotels re-open, IT will be required to do more with less, including health and safety. Hoteliers will focus on investing in technology to help deal with this burden while building a more flexible, agile workforce.

Key Hospitality Challenges

New Norm
... as hotels re-open, IT will be required to do more with less, including health and safety

Technology
... to use technology to alleviate operational burden and promote safety

Data Insights
... for personalized offers and drive guest loyalty using real-time and actionable insights

Contactless Technology
... as digitized contactless guest technology, which had been the focus in past, has transitioned to the next level moving into 2021 and beyond

Security
... to ensure security of data given increase in digital transformation and digital tools usage

Hospitality transformation: Is your network ready?

Enable frictionless journeys and support seamless experiences for guests, visitors and staff to achieve profitability, increase innovation and improve operational efficiency. **Is your network ready?**

Location, location, location
Location services can improve each step of the traveler's journey by allowing real-time capture of location data, to help personalize guest experiences and improve hotel property operations
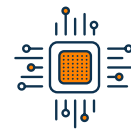
IoT in Hospitality
Smart networks provide integrated services like frictionless check-in/check-out, keyless room entry, media control and more. Smart spaces not only create home-like experiences, save energy, improve security, and are cost saving.

Hyper - Personalization
Hoteliers can learn and understand more about an individual, can provide better personalized services while helping drive loyalty and brand.

Digital Transformation
The speed of adoption of digitalization, sources of innovation, and attitudes towards data-sharing are creating a new era for the hospitality industry. Hospitality will have to evolve and adapt to robust and secure LAN & WLAN networks

Business Strategy
Hospitality businesses are seeking to develop a successful strategy which leverages technology to optimize staff and operational productivity. In addition, the focus on guest personalization and differentiation will be driven in part by the adoption of new technology

Security
Security remains one of the hospitality industries key focus areas. This includes both cyber and physical security. Securing guest and staff health safety as well as cyber threats and privacy of personal information are all key to the success of any hospitality business.

64% of respondents said that the use of cloud increased business agility[1]

77% of hospitality IT leaders had acknowledged the urgent need to implement integrated systems for handling data at the Edges[2]

1 Oracle Report - The Power of Cloud for Food and Beverage Operators
2-Hospitality at the Edge E-book

The way forward: Solutions to resolve your biggest worries

Are these your biggest IT worries?

- **Network performance is inconsistent or unreliable**
- **Connectivity issues are occurring without being able to identify where or when**
- **Visibility into security risks is limited with an attack surface growing**
- **Digital initiatives by LoB is happening faster than IT can help**
- **Limited IT staff struggle to keep up and be efficient**
- **Managing numerous facilities, clinics, and remote providers, with tens of thousands of devices, is difficult to scale**
- **Making IT hardware and software decisions today that support healthcare for the future, when requirements and resources will likely change**
- **Budget restraints and future cost uncertainties**

Solutions for a worry-free network

1 **Cloud-native unified network management** with AI capabilities for simplicity, agility, visibility, scalability and cost-savings

2 **High-performance WLAN** for seamless connectivity, reliability, increased capacity, and support of IoT and digital transformation

3 **Purpose-built cloud, mobile, and IoT switching**, with intuitive management tools and built-in analytics that cuts complexity and reduces troubleshooting

4 **Policy-driven security** for users and devices, with simpler visibility, control, and dynamic segmentation of traffic

5 **Flexible consumption and management** of network infrastructure, combining all required hardware, software, and services into a single monthly subscription

Aruba ESP (Edge Services Platform)

Connectivity, security, and AIOps convert data into business outcomes

Aruba ESP provides a network foundation hoteliers can trust to enable business recovery initiatives and digital transformation projects. This edge-to-cloud platform, providing connectivity, WAN, security, and management solutions, give IT the ability to be agile and scale with speed, keeping up with a fast-paced and demands of the hospitality industry. Let's explore some of the key components of Aruba ESP.
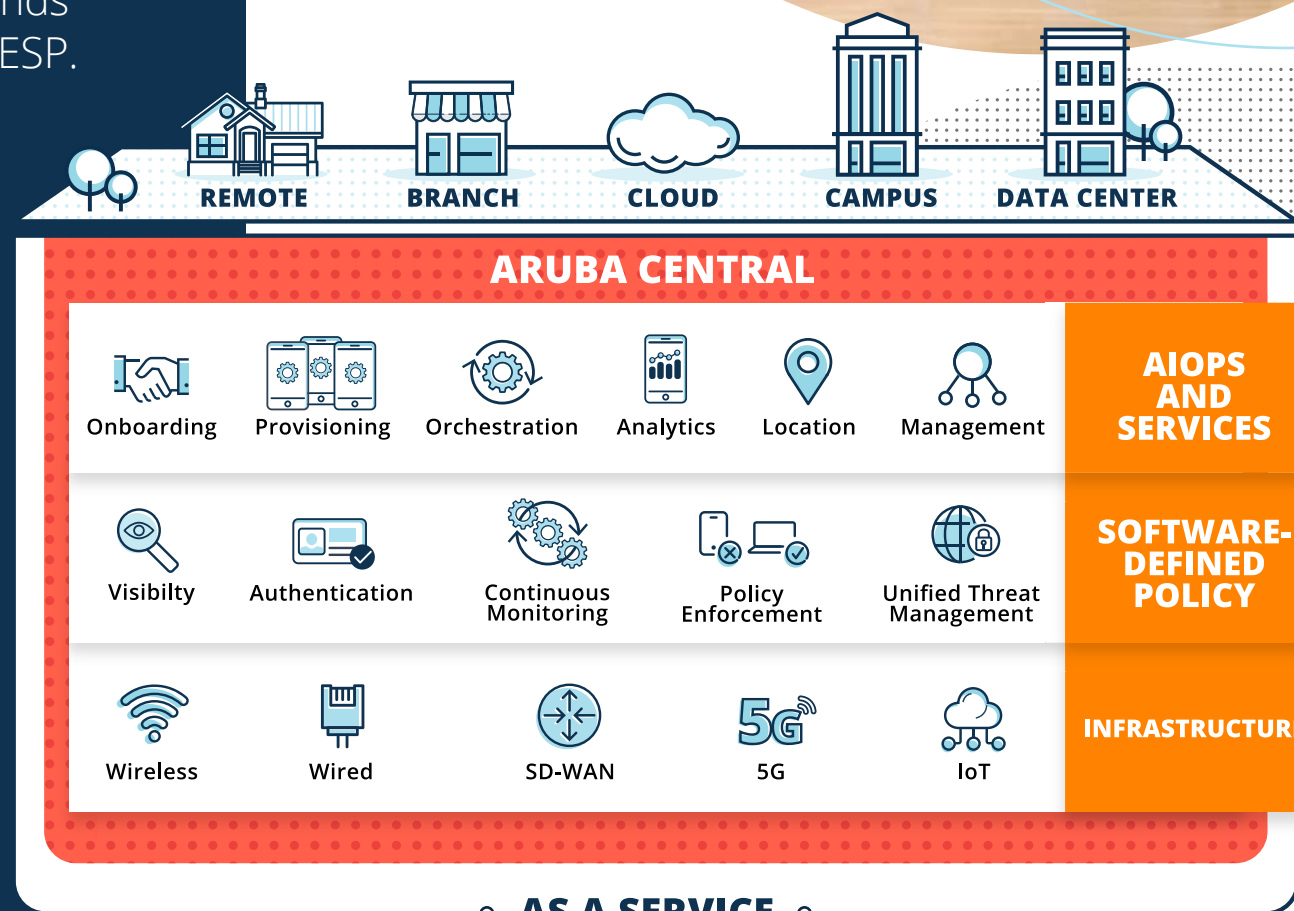
Aruba Central unifies network operations across all domains and locations and includes AI-Powered features that help identify issues before they impact business.

WLAN and switching that offer high-performing and secure connectivity.

Policy-driven security, applying principles of zero trust to increase protection levels while simplifying operations.

As-a-service flexible consumption model offering network infrastructure hardware, software, management and licensing components.

ARUBA ESP IS THE INDUSTRY'S FIRST AI-POWERED, CLOUD-NATIVE PLATFORM TO AUTOMATE, UNIFY, AND PROTECT THE EDGE.

REMOTE   BRANCH   CLOUD   CAMPUS   DATA CENTER

ARUBA CENTRAL

Onboarding	Provisioning	Orchestration	Analytics	Location	Management	**AIOPS AND SERVICES**
Visibilty	Authentication	Continuous Monitoring	Policy Enforcement	Unified Threat Management		**SOFTWARE-DEFINED POLICY**
Wireless	Wired	SD-WAN	5G	IoT		**INFRASTRUCTURE**

AS A SERVICE

SOLUTION #1
Add Aruba Central
Cloud-native unified network management

Aruba's cloud managed platform helps deliver the best and fully immersive guest and staff experiences leveraging the power of smart, scalable and secure network.

Maintain visibility and control across wired, wireless, and WAN for corporate office, distributed properties, guest rooms, and public spaces and provides a single pane of glass giving complete visibility of remote sites to those at corporate headquarters

Ensure zero-downtime for Wired & Wireless networks that enable IT to maintain security compliance, deploy new features, and ensure user performance. It helps stay ahead of user complaints with advanced analytics for network performance

Role-based policy enforcement and visibility into all apps and devices, including simplifying device onboarding using machine learning discovery methods to identify and profile a wider range of device types (guest, associate, and security devices, etc.).

Integrate with best-of-bread software, service, and IoT providers enabling the best guest experience, improved staff productivity, and IT efficiency with simplicity over complexity and open partnership over isolated silos.

Manage remote locations - even those without any trained IT staff. Hotel-in-box deployment allows non-technical staff to simply scan barcodes on Aruba infrastructure and automated configurations.

ARUBA CENTRAL IS A SINGLE PANE OF GLASS ACROSS YOUR ENTIRE NETWORK, ENABLING MANAGEMENT OF WLAN, SWITCHING, SD-WAN, AND VPN SERVICES USING CLOUD, ON-PREMISES, OR AS-A-SERVICE OPTIONS

ARUBA CENTRAL
A single pane of glass network management solution

HOTEL   THEME PARK   LARGE PUBLIC VENUE
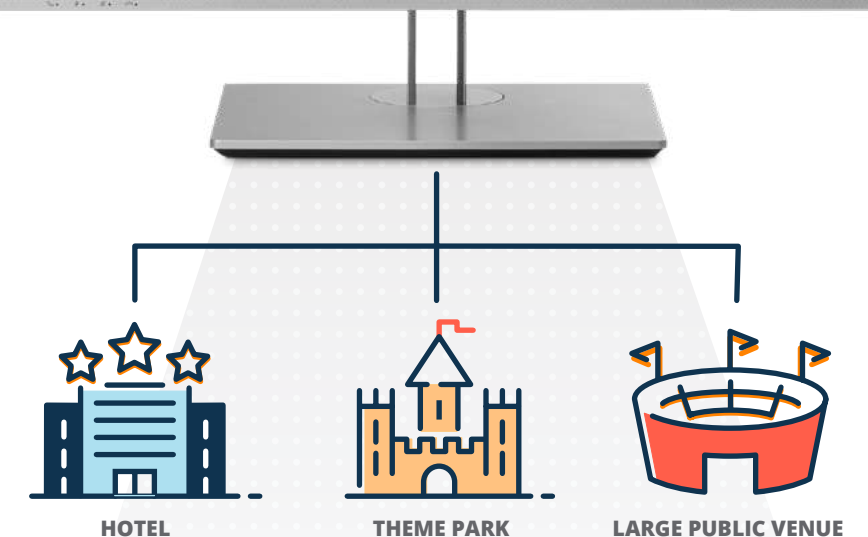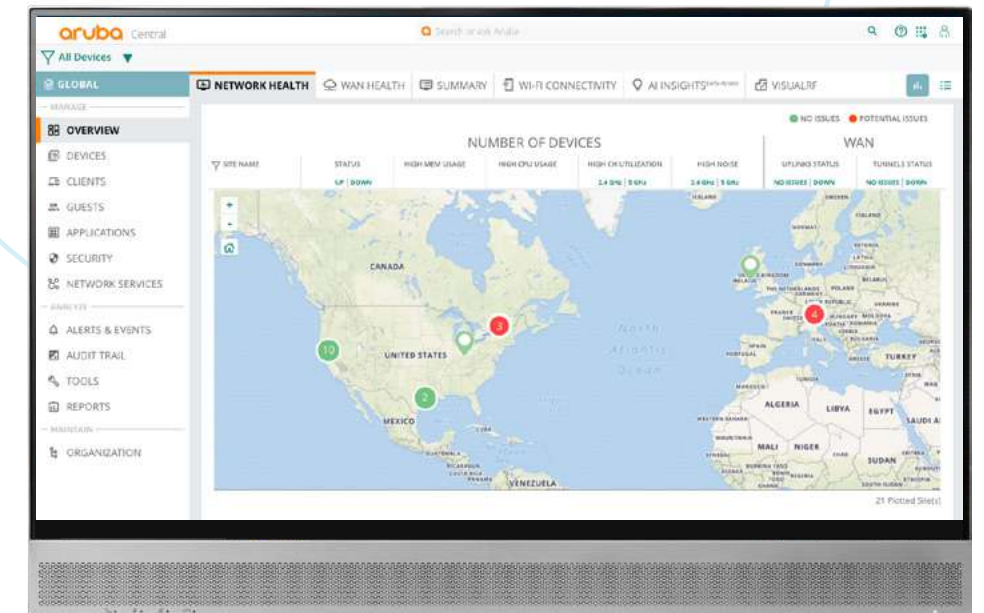
Suggestion: If you are not planning to upgrade your APs or switches, as long as they can be managed by Central, move your management plane now.

6

SOLUTION #2
High-performance WLAN
Wi-Fi access points for seamless connectivity

Hospitality needs to be guest friendly ensuring the best coverage and seamless experience no matter where they roam; With wireless devices increasing, more capacity and better performance, needs a secure, agile and scalable network..

Deliver the best guest and staff experience using Wi-Fi, ensuring that there are no drops and the extended cellular coverage thereby putting an end to the friction and hassle of manually hunting for Wi-Fi networks.

Support hundreds of guests and associate devices simultaneously without impacting Wi-Fi quality so that guests and staff can roam the hotel property or venue with consistently great performance

Delivers better tools to classify devices, segment networks, and enforce policy across the network end-to-end, ensuring that guest traffic is easily kept separate

from associate or corporate traffic, regardless of the location of the user or device or the switch port carrying the traffic

INDOOR AND OUTDOOR WI-FI 6 AND WI-FI 6E ACCESS POINTS OFFER HIGH-PERFORMING AND SECURE CONNECTIVITY, WITH CERTIFICATION AND INTEROPERABILITY WITH PREVIOUS GENERATIONS OF WI-FI AND IOT DEVICES.
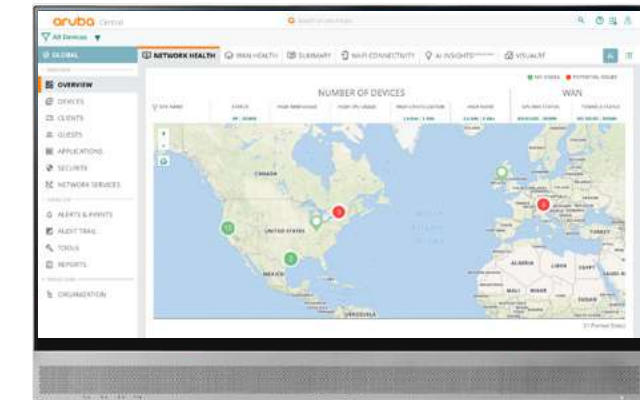
No downtime means no impact to guest or staff experiences. Live upgrades and seamless failovers ensure minimal impact to operations or guest service.

Consistent and right-sized wireless for all environments including large hotels, small hotels, casinos, large public venues, resorts etc.

ARUBA CENTRAL
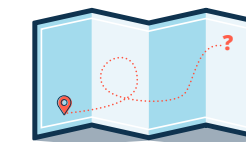Manages the WLAN network

Indoor AP 635

Roaming friendly and always-on

Outdoor AP 575

Location Aware

In Venue Services

Ready for mobility and IoT use cases

SOLUTION #3
Enterprise network switching
Performance and intelligence for the access layer of your network

Aruba's cloud-native switch operating system, AOS-CX, helps hoteliers innovate faster with simplified, secure, safe and personalized services that support thousands of guests, visitors and staff.

Automated, role-based access for users and IoT devices for applications like mobile check-in, keyless entry, streaming services, facility automation, associate devices, guest devices, and security cameras.

Ensure high availability so that guest care service can remain the #1 priority. Upgrades and updates are easily enabled, reversed, and changed without impacting the network that is supporting guest and visitor experience.

Reduce configuration time and accelerate troubleshooting through smart automation and built-in analytics. Aruba NAE and NetEdit uniquely delivers visibility with distributed analytics, helping with issue prevention and resolution.

Deploy and unify all network operations across wired, wireless, and WAN with flexibility for various deployment models corporate office, large hotels, casinos, resorts, distributed properties, guest rooms, and public spaces

Do more than switching -- power IoT devices, and find a range of performance, port counts, and modular flexibility to support all your deployments.

HOSPITALITY IS CONTINUOUSLY TRANSFORMING, APPLICATIONS ARE MOVING TO CLOUD, AND NEW IOT DEVICES BEING ADDED. ARUBAOS-CX IS PURPOSE BUILT FOR CLOUD, MOBILITY, AND IOT.

ARUBA CENTRAL
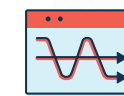Manages the Wired network
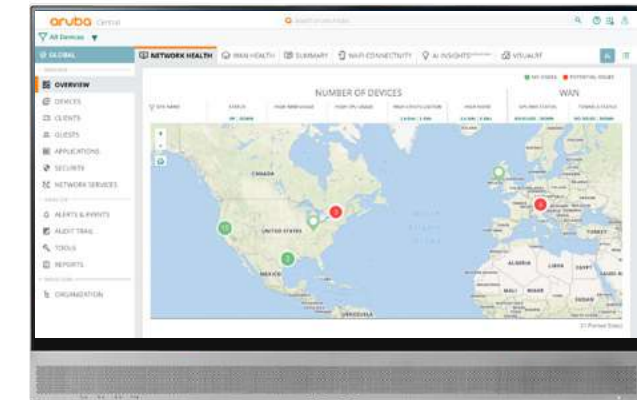
NetEdit

Aruba CX Switching

Automation to improve efficiency

Zero trust security

Ensure high availability so that customer service can remain the #1 priority

A single OS for simplicity

Faster Troubleshooting

SOLUTION #4
Adopt ClearPass, Gateways, and EdgeConnect for SASE
Full visibility, control, and enforcement from facility to home to cloud

Hospitality can be very distributed in their footprint, and IT requires consistency in management, no matter how connectivity takes place with faster onboarding of new devices and faster time to implementing new use cases that drive better user experiences, operational efficiencies, and outcomes
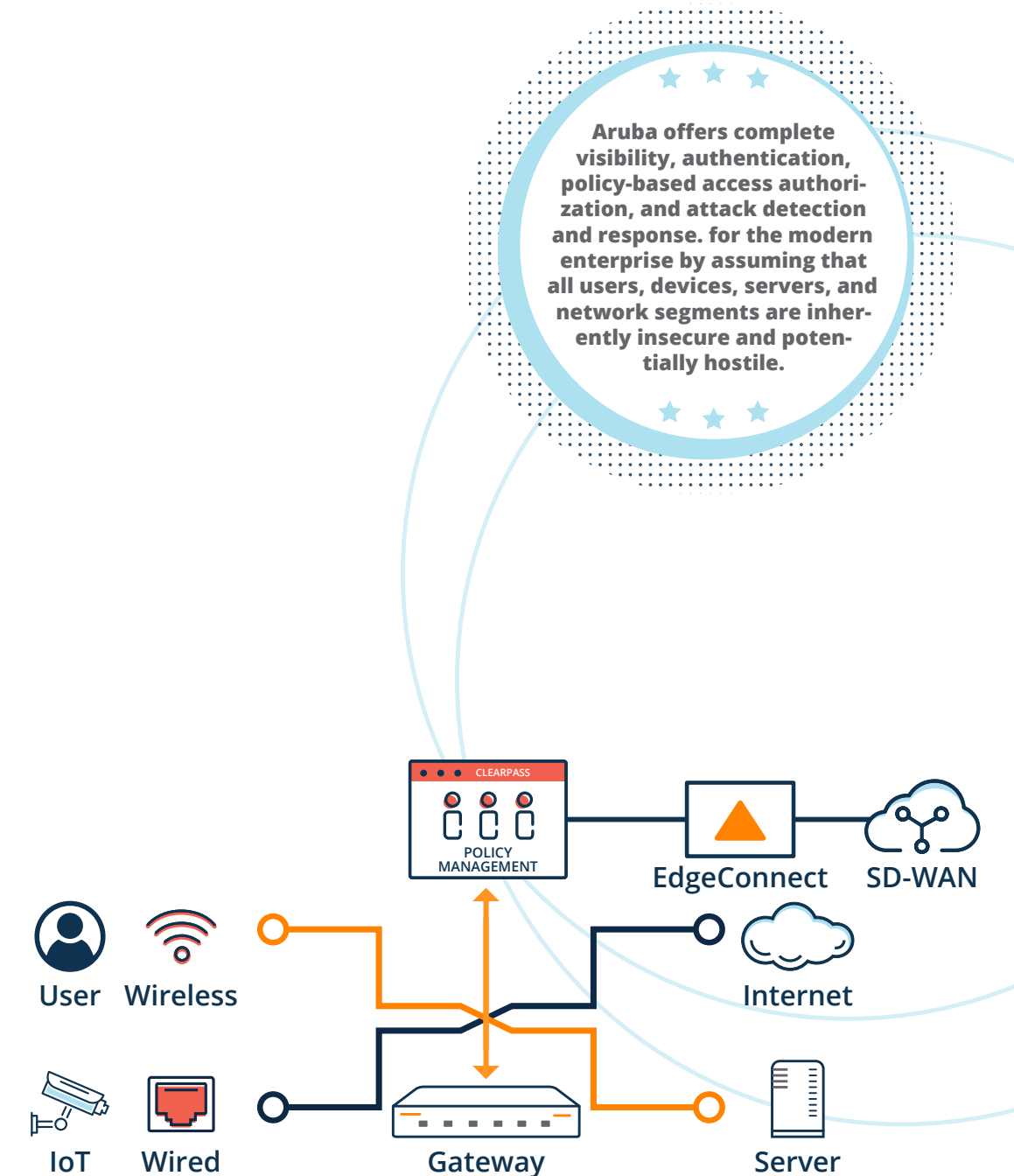
Security framework for assignment of role-based access rights to user and devices and adjust access permissions based on real time security status against unprotected IoT devices entering the network.

Delivers the micro- segmentation needed for traffic on wired, wireless and the WAN using granular user/device/connectivity information to protect the guest personal and payment data.

Implement new IoT use cases faster and consistently. Security policy consistency means responding to the business quickly with less worry about security breaches and better user experiences, operational efficiencies, and outcomes.

Make secure mobility easy for your guest, visitor and staff. Users of the network can expect the same flawless experience and security no matter their location or device they are using.

Simplify IT operations. Save time and eliminate VLAN sprawl by reducing configuration needed for SSIDs, ACLs, subnets, and wired ports.

Aruba offers complete visibility, authentication, policy-based access authorization, and attack detection and response. for the modern enterprise by assuming that all users, devices, servers, and network segments are inherently insecure and potentially hostile.

CLEARPASS
POLICY MANAGEMENT

EdgeConnect   SD-WAN

User   Wireless

Internet

IoT   Wired

Gateway   Server

SOLUTION #5
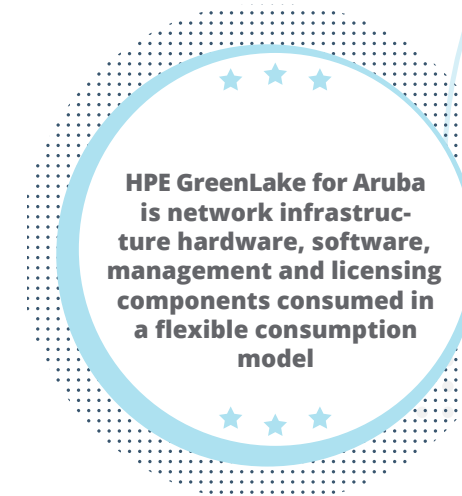# Embrace NaaS
A new hospitality network consumption model

HPE GreenLake for Aruba enables hospitality to adapt to rapid changes in the operational and business models to support the future-proof network.

Focus on better guest experiences and enabling new technologies. NaaS helps hoteliers to efficiently implement digital initiatives that have been further boosted with the onset of Covid-19 pandemic.

Protect business operations and security by staying on top of network access that supports digital-native, mobility-focused, cloud-centric applications and services.

Be flexible and scale when needed with a network that is flexible, both financially and operationally.

Improve network and upgrade to support innovation as part of your network infrastructure strategy. Enable staff to free up time to focus on business-enabling tasks, instead of day-to-day management of the network.

HPE GreenLake for Aruba is network infrastructure hardware, software, management and licensing components consumed in a flexible consumption model

Single monthly payment

Secure equipment recycle & upcycle
- Access to new technology
- Sustainability

Financial flexibility
- Sale & leaseback options
- Flexible procurement models

Superior system optimization and monitoring
- Automated analysis & system optimization Custom services

HPE GreenLake for Aruba

Hardware & Software

Foundation Care Support

Customer Experience Management

Intelligent Operations (optional)

Contracted over 3, 4, or 5 years

Starting Points and Destinations – The Journey

There is no single way to adopt Aruba solutions. **If you are new to Aruba,** let us help you identify your top priorities and start you on your Aruba journey. **If you are an existing customer of Aruba,** there are options too! Review the next few slides to understand possible adoption journeys and let us work with you to build a plan that makes the most sense for your unique situation.

Starting Points

Multiple Destinations

Existing Customers

Aruba Central / IAP8

AOS6 / AOS8

AOS-S / AOS-CX

AirWave

ClearPass Policy Manager

New Customers

Various starting points

Cloud

Hybrid

On-Prem

Hybrid-to-Cloud

Existing Customer – Where will your journey take you?

Cloud Destination

Aruba Central / IAP6 / IAP8

STEPS

1 Continue with Aruba Central
2 Upgrade to IAP8 and Wi-Fi 6
3 Upgrade to AOS10 and add gateways

Migrate APs today, and upgrade to AOS10 as early as 1H2022

AOS-S / AOS-CX

STEPS

1 Add on Aruba Central and/or NetEdit
2 Upgrade to Aruba CX
3 Add on gateways for DSeg or SD-WAN

Upgrade to CX switches today and add Central for more value

On-Premise Destination

AOS6 / AOS8, AirWave

STEPS

1 Evaluate COP, or migrate AW to COP
2 Upgrade to AOS8 with Mobility Conductors
3 Use controllers for wired/ wireless DSeg

Upgrade to AOS8 and evaluate Central (On-Premises)

AOS-S / AOS-CX

STEPS

1 Add Aruba Central (on-premises) and/or NetEdit
2 Upgrade to Aruba CX
3 Enable DSeg with CPPM and Controllers

Upgrade to Aruba CX and add Central (On-Premises)

Hybrid Destination

AOS6 / AOS8, AirWave and CPPM (On-premise)

STEPS

1 Move from AirWave to Aruba Central (on-prem/cloud)
2 Upgrade to AOS8 and Wi-Fi 6
3 Upgrade to AOS10 and Gateways

Deploy management, upgrade hardware, and add cloud-based services

AOS-S / AOS-CX (On-premise)

STEPS

1 Add on Aruba Central (on-premises)
2 Upgrade to CX and/or add NetEdit
3 Add on gateways for DSeg or SD-WAN

Deploy management, upgrade hardware, and add cloud-based services

AOS6 / AOS8, AirWave and CPPM (Cloud)

STEPS

1 Add IAPs + Central for branch sites
2 Evaluate COP and upgrade to AOS8
3 Upgrade to AOS10 for campus and branch

Migrate APs today, and upgrade to AOS10 as early as 2H2022

Why hospitality institutions chose Aruba

Aruba can help deliver innovative solutions that connect the dots between today's business and IT priorities to create an immersive guest experience. Discover why businesses like yours look to Aruba for smarter, more flexible networks.

Deploying Aruba's wireless to guest rooms not only addresses user expectations, it also **saved us nearly $500,000** versus installing a gigabyte passive optical network (GPON) "**Aruba's licensing model** was also significantly more attractive." *Paul Ballard, CIO*

"During testing we found Aruba to be simple and effective. It is an example of the type of cloud-based solution we're looking to adopt throughout the region. **Plus, it was a low-cost investment with the kind of pay-per-use model we favored.**" *Clinton Govender, Director IT Customer Technology Services*

"HPE's Aruba has helped us **enhance our operational effectiveness** in areas like Guest Services, Housekeeping and Maintenance Management. Additionally, it has enhanced our guest experiences through conveniences like mobile check-in and the acceptance of tableside payments." *Evhen Farmiga, Director of Wireless Network Services*

"The Aruba infrastructure allows us to **easily layer services and add applications** that will deliver the customer experience our guests are seeking, as well as **help our employees become more efficient.**" *Rodney Linville, Global Corporate Director of IT for Nobu Hospitality*

With ClearPass, the IT team can run a customized captive guest portal that integrates with the Hotel's property management system to enable a tiered billing system for hotel guests, including complimentary and premium options. The hotel is also using **ClearPass to offer non-hotel guests who may be visiting the property – particularly the outdoor venues during events – free Wi-Fi by using social media log-in or email.**

"**From the moment a guest reserves the room, we begin to follow entire journey, including arrival, check-in and stay** – it's only through the web, not phone calls or text messages, that we can link all these together." *Joy Zhang, Products Deployments – Hotel & Owners Solutions, IHG Greater China*

Learn more about how Aruba has helped other organizations. Visit our **news releases** and our **case studies** pages.

Start your journey today!

Leverage the links below to learn more about Aruba solutions and the value they provide. Let us help you with your Aruba ESP journey!

Enable a Five Star Guest Experience with Aruba
Aruba technology can transform guest experiences, drive greater loyalty, and boost business outcomes.

WATCH THE VIDEO

Aruba ESP in Hospitality
Is your network ready for hospitality at the Edge? Now it can be with Aruba ESP. From app-enabled property navigation to personalized dining suggestions based on guest preferences, go beyond simplified connectivity with a network that's insightful, autonomous, and secure.

WATCH THE VIDEO

Designing Hyper-aware Hospitality Facilities
Leverage secure infrastructure and partner solutions for digital transformation in hospitality.

DOWNLOAD THE WHITEPAPER

The Smart Digital Hotel
Deliver a Simple and Secure VIP Experience for Every Guest. Travelers have more devices than ever. Hotels and hospitality venues must meet their needs — or exceed their expectations — when it comes to Wi-Fi connectivity.

DOWNLOAD THE AT-A-GLANCE

Why Hoteliers Choose Aruba
Learn directly from Aruba hospitality customers on how Aruba is helping improve guest experiences and outcomes with IT solutions that provide better, faster, less expensive, and high-performing services.

VIEW THE INFOGRAPHIC

Edge-to-Cloud Security in Hospitality
Learn about Aruba's portfolio, including Aruba Central, access points, switches, Aruba Clearpass, and more.

DOWNLOAD THE AT-A-GLANCE

Aruba Products and Solutions
Learn about Aruba's portfolio, including Aruba Central, access points, switches, Aruba Clearpass, and more.

READ THE ARUBA PRODUCTS AND SOLUTIONS OVERVIEW

Thank You