HOSPITALITY

Wi-Fi has become one of the most-wanted amenities in hotels and other hospitality venues. Competitive business owners looking to invest in wire - less technology understandably have concerns about the cost and complexity of wireless networks. Check out the top reasons on how Aerohive can deliver reliable and secure connectivity that is also affordable and easy-to-use for hospitality-site owners/operators with limited resources.

TOP FIVE REASONS FOR CHOOSING AEROHIVE FOR HOSPITALITY

1. NEW WAYS TO ENGAGE CUSTOMERS

Hospitality business owners are now using WiFi-based applications and services to target and engage guests in new ways that drive differentiation and customer satisfaction.

• Utilize Aerohive Wi-Fi and beacon technology to trigger relevant app notifications and provide location-based content

• Customizable captive portals to deliver site-specific information, support advertising and marketing campaigns and innovative solutions with partners to create superior value-add services and customer experience.

• Analytics and Insights from visitor traffic data, engagement & loyalty metrics, and historical data for multiple locations.

2. CLOUD MANAGEMENT PLATFORM – POWERFUL AND SIMPLE

HiveManager provides an easy-to-use and powerful network management platform:

• **Simplified deployment** of one to thousands of devices with auto- provisioning, a guided workflow and an interactive on-screen step-by-step guided configuration assistant

• Increased visibility thanks to a 360° contextualized view of connected users, devices and applications, that can be viewed in real-time or historically

• Faster troubleshooting with a help-desk optimized interface to triage client problems and suggest immediate remedies

3. A SINGLE SOLUTION ACROSS ALL BUSINESS LOCATIONS

Aerohive's **unified mobility platform** provides simple and secure network access across all locations, with a unique distributed control Wi-Fi architecture, unified access layer switches, and all-in-one branch router solutions, ensuring a seamless user experience in every location.

• Distributed Wi-Fi places the intelligence at the network edge, eliminating the need for a centralized wireless LAN controller, thus removing bottlenecks and single points of failure.

• Branch routers with integrated Wi-Fi, wired, firewall, VPN services create a consistent user experience anytime, anywhere.

4. SECURE AND COMPLIANT CONNECTIVITY

With Aerohive's cloud-enabled services and simplified authentication methods, it's effortless to securely connect all devices, whether corporate-issued or visitor-owned.

• Private PSK, Aerohive's unique authentication method, provides simple and secure access for all users and devices, without requiring complex certificate installation or device configurations

• Dynamic access policies per user based on role (e.g. Staff vs. Guest), such as VLANs, firewall policies, rate-limited policies, availability schedules

5. A FLEXIBLE SOLUTION THAT GROWS WITH DEMAND

Aerohive's unique architecture provides complete scalability and **economic flexibility**.

• Eliminating the requirement for wireless LAN controllers reduces CapEx, increases reliability, and makes it easy to scale from a single access point to thousands

• Cloud-based management and services reduce upfront costs, automate deployments and centralizes support to ease IT burden and operational expenditure