



# HOSPITALITY

SD-WAN

OPTIMIZE

Real-time communications are at the core of networking challenges facing hospitality providers today. The Internet has revolutionized how mobile workforces access information while away from the office, leveraging bandwidth intensive services like unified communications (UC), video calls and streaming.

To meet this need, hospitality providers began offering their customers high-speed Internet access (HSIA) in guest rooms a few years ago. Mobile workers grew accustomed to this service, quickly setting a new level of expectation for their stays. Currently, Internet access is considered as critical as plumbing and electricity in guest requirements – if not more. To keep up with that demand and deliver reliable HSIA under the pressures of real-time communications, hundreds of properties rely on Martello's Elfiq SD-WAN Solutions.

## **SD-WAN: Affordable, Efficient HSIA**

These days, if an Internet link that serves guests fails, it could result in a loss of guest loyalty and hotel revenues. Business travelers have a critical need to connect to corporate applications such as email, VPN, shared documents and internal Web applications. Also, with new Internet-based applications like VoIP, Skype™, SlingBox™, BitTorrent™ and YouTube™, user demand for existing bandwidth is increasing, and existing links can quickly become oversaturated.

Martello's Elfiq Link Balancers provide affordable, efficient multiple Internet link management for hospitality providers. With links from multiple sources on multiple technologies, Internet access uptime can reach 99.999%, ensuring connectivity to demanding business customers and guaranteeing future business for hotels.

There is an overall cost reduction by removing some of the more expensive links, such as T1's, and combining them with low-cost DSL or cable modems. Properties can deliver on the promise of constant and reliable Internet access while reducing monthly operating costs.

## **Unified Communications (UC) Performance Management: Reliable Communications Around the Clock**

Managing the performance of UC systems on networks can be challenging in the 24/7 world of hospitality. Dropped voice calls, delay or echo can disrupt both employee and guest communication, negatively impacting the guest experience. Martello's software monitors and manages the performance of UC systems, reporting on key UC metrics such as voice quality, delay, jitter and packet loss. The Vantage suite includes UC Network Health Testing and UCscore, a network site qualification tool. Vantage ensures that hospitality providers can prevent, detect and address network problems impacting UC performance, and have them resolved before they can impact the guest experience.

Affordable, efficient multiple  
Internet link management  
for hospitality providers.

- Lower the cost of bandwidth with link balancing
- Achieve greater guest scores with traffic prioritization
- Slow down or shut down unwanted traffic for greater performance

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## Testimonials

“Hospitality is a 24/7 business, and Martello’s software-as-a-service has been keeping Firmdale ahead of UC network performance problems for more than 4 years, improving our guest experience. Martello is always improving and augmenting its offering, solving more of our network performance challenges from a single pane of glass.”

Firmdale Hotels

“I was afraid that adopting multiple ADSL lines would reduce the speed, but it didn’t – it’s stable as if I had a leased line. I currently have 620 Mbps worth of bandwidth with the LBX2600, and I am now planning to increase the bandwidth to 1.1 Gbps.”

Mahmoud Karaki - IT Manager  
Conrad Dubai

## Hospitality Technology Next Generation

Martello’s Elfiq Networks takes great pride in being a member of Hospitality Technology Next Generation (HTNG). HTNG’s mission is “to foster, through collaboration and partnership, the development of next-generation systems and solutions that will enable hoteliers and their technology vendors to do business globally in the 21st century”.

We take pride in always being at the forefront of innovation. Hospitality operators across the world can take advantage of numerous features to significantly increase the reliability of their corporate and guest networks.

**MARTELLO**

Elfiq Networks is a subsidiary  
of Martello Technologies

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