HOSPITALITY

As technology continues to advance, so do the needs of people traveling for both business and leisure. The Internet has revolutionized how mobile workforces access information while away from the office, leveraging bandwidth intensive services like unified communications (UC), video calls in hotel rooms, streaming presentations in conference rooms and booking tickets in the lobby. These real-time demands are continuously putting pressure on hotel networks. The guest experience is paramount to the hotel industry and can make or break your bottom line. High Speed Internet Access (HSIA) now ranks among the most important things to travellers, for both business and leisure. Investing in your network doesn't always have to be costly in both hardware and maintenance. To keep up with that demand and deliver reliable HSIA under the pressures of real-time communications, hundreds of properties rely on Martello's SD-WAN Solutions.

> **"**
>
> We have deployed the LBX2600 Series in most of our properties around the world, allowing us to offer uninterrupted HSIA to our guests. I would recommend these solutions to any hotel property.
>
> *Mandarin Oriental Hotel Group*

SD-WAN:
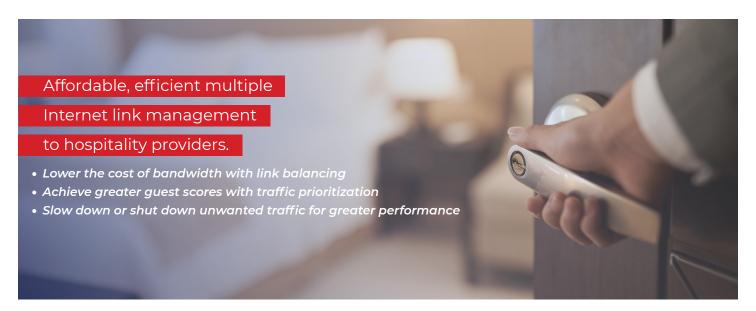### Affordable, Efficient HSIA

These days, if an Internet link that is serving 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. With Internet-based applications like VoIP, SkypeTM, Spotify™, BitTorrent™, Netflix™ and YouTube™, user demand for bandwidth is increasing, and existing links can quickly get saturated.

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

There is an overall cost reduction by removing some expensive links such as T1s 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.

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htng *MOVING THE INDUSTRY FORWARD*

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.

Martello's 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.

IT Ops:
Insightful, Efficient And Consolidated View of Your IT

Any impact to IT that affects today's 24/7/365 guest experience is one that needs to be resolved quickly and efficiently. By normalizing data from all of your different monitoring, cloud and service management tools, you can take on this task with reduced downtime. With a solution that offers consolidated data, it can be easily visualized, analyzed, routed and processed through a single pane of glass. Providing a command center for your IT environment, you will experience reduced and limited overall impact to the guest experience.

There's no room for error in today's fast-paced, experience-driven hospitality sector. Martello's end-to-end dashboard service experience is second to none from the traditional measure of application availability.

> **"**
> 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.
>
> ***Conrad Dubai***

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