



# FIVE STARS

DELIVERING STELLAR HOTEL INTERNET IN THE AGE OF REAL-TIME STREAMING SERVICES

Why hotel WiFi is more important than plumbing when it comes to guest loyalty and overall satisfaction.

## WHAT ARE THE CHALLENGES?

Guests put a lot of pressure on hotel WiFi. From live video calls in the lobby, to streaming presentations in the conference room and everything in between – the real-time demands of a hotel network are continuously being strained.

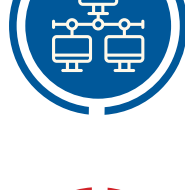



**65%** of guests access WiFi within **7 minutes** of check in


## THIS IS HOW GUESTS ARE DECIDING WHERE TO STAY


Negative WiFi experiences affect future bookings.


# 10 STEPS FOR PROVIDING STELLAR INTERNET QUALITY


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**1 LAN Failsafe**  
Keep your HSIA running even during power outages.
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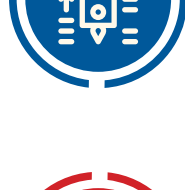
**2 3G/4G/LTE Mobile Carrier Support**  
A lifeline to the outside when the cables are cut.
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**3 Time of Day Conditions**  
Allocate bandwidth where it's needed, when it's needed.
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**4 Quality of Service**  
Ensure the right type of traffic receives the bandwidth it needs.
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**5 Layer-7 Traffic Shaping**  
Block or limit undesirable application traffic, prioritize business applications.
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**6 Tiered WiFi**  
Guarantee higher performance for VIP guests.
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**7 Traffic Segmentation**  
Send key application traffic on dedicated links to ensure delivery.
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**8 High Availability**  
Link balancing products can be deployed in high availability and failover mode to ensure maximum uptime to increase business continuity.
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**9 Keep Private Data Secure**  
Separate your guest HSIA traffic from your corporate traffic to avoid unpleasant surprises.
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**10 Intelligent Condition Verification**  
Set rules and thresholds to optimize your bandwidth usage.

WiFi is **#2** on guests' wishlists. Free room upgrades are #1.

Ready to bump up your hotel rating?

Get in touch with one of our hospitality HSIA (High Speed Internet Access) experts today.

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# MARTELLO

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