

5 minutes to understand

# the benefits of WiFi in hotels



# Why is this quick guide important?

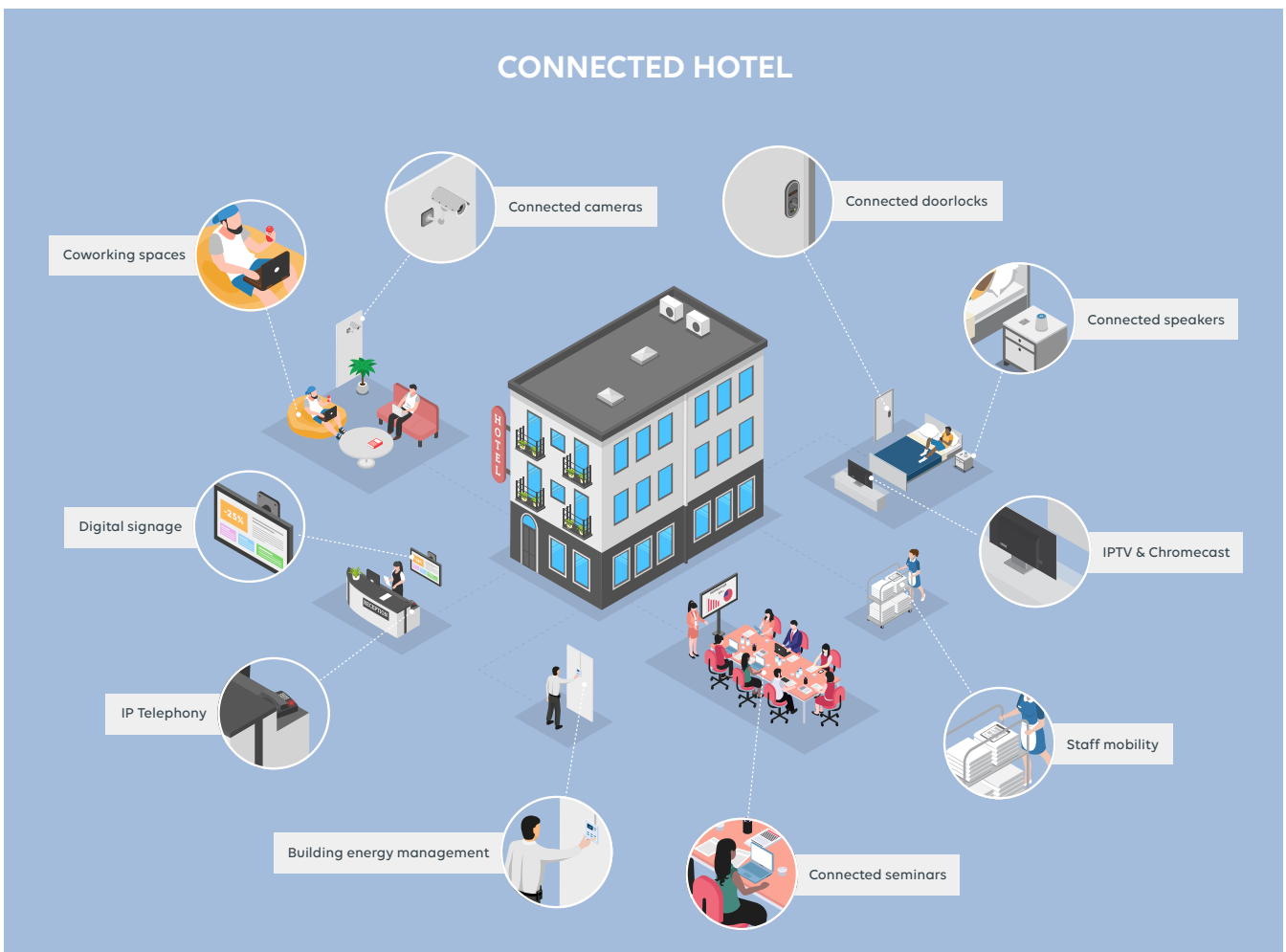
More than ever, hotels need Internet connectivity that meets the expectations of both staff and guests.

The connectivity challenge now goes beyond WiFi alone, with the integration of connected services that improve the guest experience and overall satisfaction, whilst also helping to facilitate staff with their daily duties.

The network must also be a driver for optimising building energy consumption, in particular through the use of IoT technologies.

Many challenges are faced when addressing these issues, and this guide provides an introduction to 6 of the key issues.

Enjoy the read!



# // CHALLENGE N°1: PERFECT QUALITY OF SERVICE DURING PEAK TIMES

## How is it a challenge?

Everyone is connected and using more devices than ever! Even those who choose to stay away to “disconnect” from it all, still find ways of getting online, whether it be by listening to a podcast on Spotify, relaxing with a movie on Netflix, or checking their social media, having great connectivity at all times should always be considered a top priority.

WiFi access was once only available in certain hotel areas such as the bar, or in premium rooms. Guests may have also had to pay to use a service that was timed or had a limited speed. Today’s guests are looking for home comforts, and this isn’t just limited to a comfortable bed. It means being able to stay connected, stream their favourite box-set, listen to music from Spotify or post updates to Instagram wherever they choose.

## How do we meet the challenge?

The hotel needs to be connected to a dedicated professional fibre leased line with a guaranteed symmetrical speed. One of the most commonly known types of fibre, also known as “broadband” is FTTC (Fibre To The Cabinet). Best suited for residential use, this type of fibre service is not sufficient to absorb both guest use and the buildings connected services (staff network, telephony, cameras, locks, etc.).

Quality of Service (QoS) must be optimised to distribute throughput dynamically and intelligently between all devices using the service. The QoS policy should be adapted to the specific needs of each property and incorporate advanced features such as fairness, dynamic traffic prioritisation and segmentation.

## The main differences between Fibre Leased Lines and Broadband

	<b>FTTH Pro</b>	<b>FTTO</b>
<b>Guaranteed throughput</b>	No	Yes
<b>Symmetric flow</b>	No	Yes
<b>GTR</b>	24H (option)	4H

# // CHALLENGE N°2: A MULTI-DEVICE PRIVATE NETWORK, JUST LIKE AT HOME

## How is it a challenge?

**In traditional public networks, devices cannot communicate with each other via WiFi.**

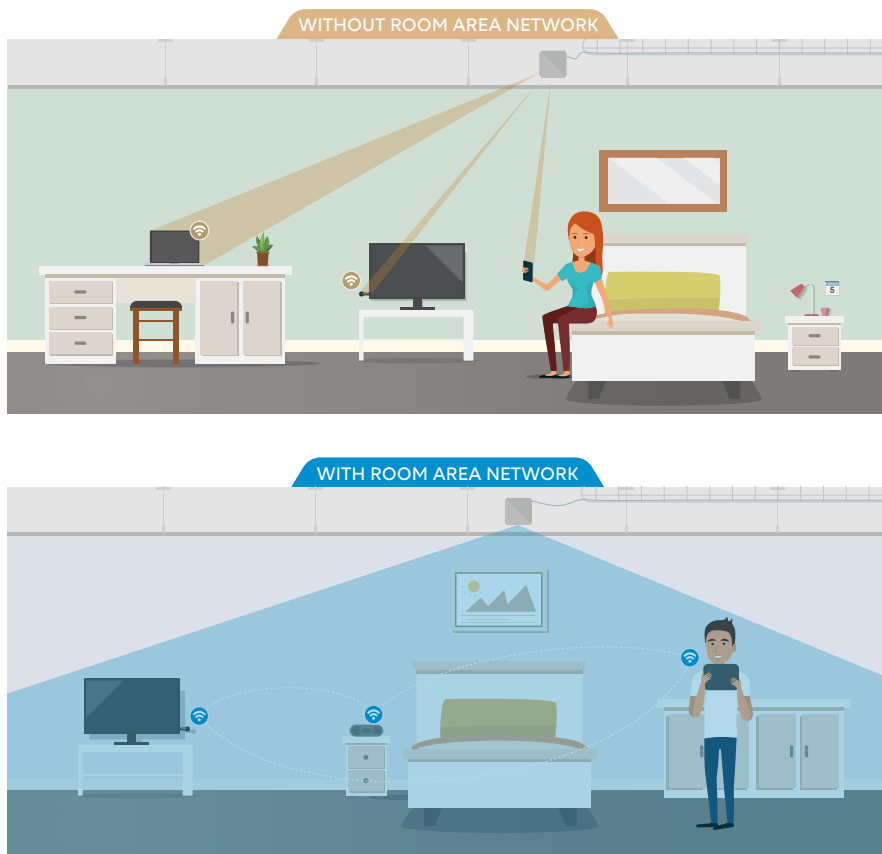
For security reasons, a guest should not be able to "see" a neighbour's smartphone. To address this, traditional networks dedicate a virtual subnet (VLAN) to each user device. In practice, this means guests are not able to use their devices in the same way that they would at home, which could be frustrating for some users.

## How do we meet this challenge?

The private WiFi technology developed by Wifirst creates a secure 'WiFi bubble' for each room. Put simply, private WiFi offers both the advantage of a home-from-home experience, whilst also presenting the security benefits found within a more traditional public WiFi environment.

Guests connect to their private network with an individual password, and are automatically connected to the wireless devices within their room, **giving the in-room experience a whole new meaning.**

Wifirst Private WiFi is the only technology available today that enables Chromecast to work securely and natively within a hospitality setting. With Stream & Cast (Wifirst's Chromecast solution), your guests can easily cast content to a TV screen, providing an intuitive way of watching their favorite TV box set!



# // CHALLENGE N°3: REDUCE COSTS THROUGH NETWORK CONVERGENCE

## How is this a challenge?

Often in hotels, digital services are found to be connected to separate networks, resulting in unnecessary costs: a primary network dedicated to guest WiFi, a second network for staff, a third for office staff, and other networks for services such as CCTV, door locks, the list goes on. cameras, locks, etc.

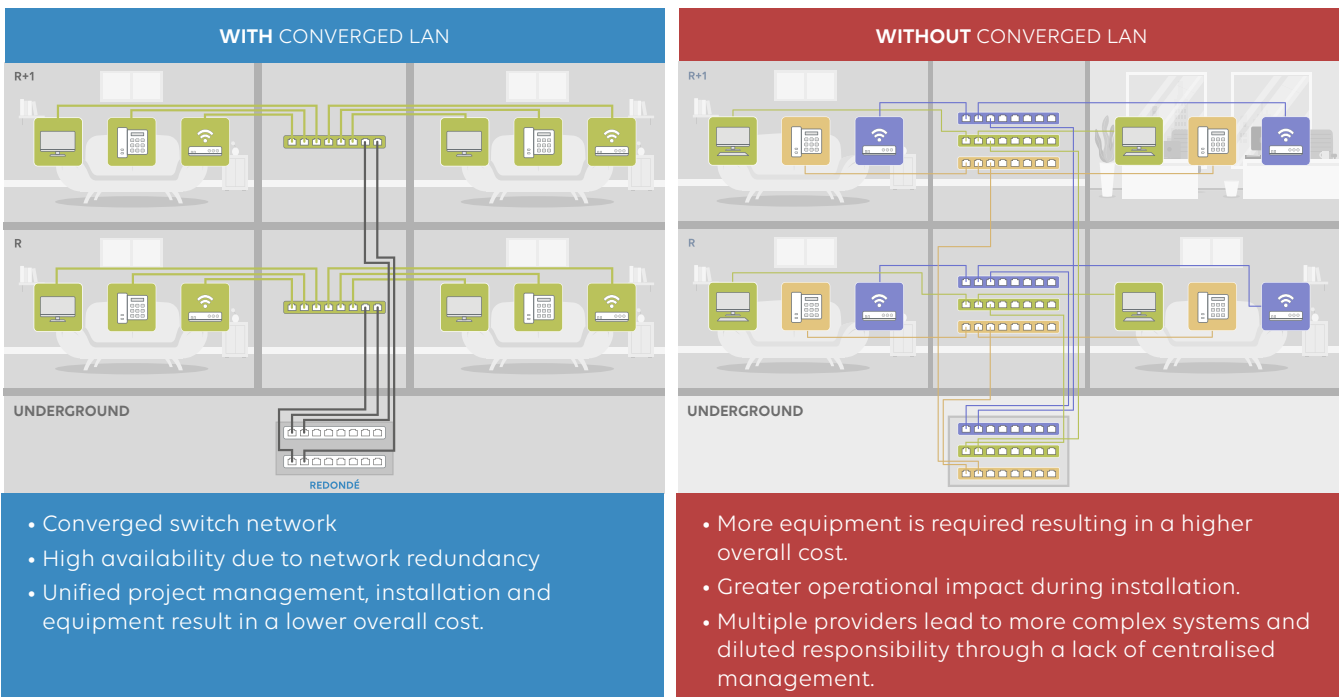
Each of these different networks requires careful planning and installation, a physical infrastructure is installed causing operational disruption, a higher initial outlay and a greater environmental impact than is necessary.

## How do we meet this challenge?

The solution is to install a converged network that combines all services and user devices in the building, seamlessly.

By installing a single, converged network, your total cost is immediately reduced in comparison to paying for 2, 3 or 4 individual networks running independently of one another.

In addition to lowering the overall cost, a converged network reduces the carbon footprint of the property. By reducing the amount of equipment installed and therefore the time to install, the converged network reduces the overall environmental impact. Less equipment, a lower power consumption, less time taken to configure and install: a simple and efficient way of lowering costs and improving the environmental impact.



# // CHALLENGE N°4: SIMPLIFY OPERATIONAL MANAGEMENT

## How is this a challenge?

From design and configuration, to deployment, maintenance and user support... Network management is time consuming and the list of tasks to ensure a quality service is never ending! Not all hotels have sufficient resources or expertise to deal with the technical complexities of network management. In addition to being time-consuming, the various components of the network require expertise in WiFi frequency analysis, maintenance and cyber security.

## How do we meet this challenge?

Relying on a specialist partner to offload teams and provide the right level of expertise is the primary answer: outsourcing is essential to allow accommodation professionals to focus on their core business while delivering optimal service levels.

Being supported by a single provider for WiFi, fibre and connected services, means having a one-stop shop approach for connectivity and immediately puts an end to different service providers 'passing the buck'.

## The components of WiFi management: time-consuming and complex



NETWORK DESIGN



INSTALLATION OF THE NETWORK



USER SUPPORT & HOTLINE



INFRASTRUCTURE MAINTENANCE



NETWORK SUPERVISION



INCIDENT MANAGEMENT



UPDATE & INTEGRATION OF INNOVATIONS

# // CHALLENGE N°5: GUARANTEEING NETWORK SECURITY

## How is this a challenge?

**The provision of a public network must be done within a precise technical and legal framework.**

With particular regards to:

- The General Data Protection Regulation (GDPR)
- The Digital Economy Act (DEA), implemented in 2017 and addresses policy issues related to electronic communications infrastructure and services and updates the conditions for and sentencing of criminal copyright infringement
- The Counter-Terrorism and Security Bill which enables the Government to require Communication Service Providers under a data retention notice to retain data that can be used to link a specific device or individual to an IP address on a case-by-case basis.

## How do we meet the challenge?

**Rely on a service provider capable of guiding you towards full compliance with cybersecurity and regulatory requirements.** The objective: to protect users and relieve you of the legal responsibilities.

Make sure that your chosen partner conform to the following items, among others:

- Ofcom registered service provider
- Network traffic analysis and logging
- Processing law enforcement data information requests.
- ISO27001 compliance with Information Security Management Systems standards (ISMS).
- Firewall to protect all users from external threats
- Segmentation of network traffic

## KEY FIGURES

**80% of UK companies were victims of at least one cyber-attack in 2021.**

**Source:** The CyberEdge 2022 Cyberthreat Defense Report (CDR)

# // CHALLENGE N°6: MEETINGS AND EVENTS WITH FLAWLESS CONNECTIVITY

## How is this a challenge?

Hybrid events are on the rise and the need for ultra fast connectivity during the events you host has never been higher. With large groups of people using the same network at the same time, and with bandwidth consuming applications, the network gets easily overloaded.

A public network used for an event comes with cyber-security issues that can put attendees at risk. Having a network capable of absorbing the high density use, as well as providing a safe public network for attendees is a priority.

## How do we meet the challenge?







Wifirst has designed a range of technical solutions to help hoteliers strengthen their conference services offering :

- creation of private WiFi networks
- dedicated bandwidth
- temporarily increase bandwidth
- And much more!





# THE 6 CHALLENGES, AT A GLANCE

-  **Challenge 1: Perfect quality of service during peak times**  
Connect the building with a dedicated fibre leased line, providing a guaranteed symmetrical bandwidth. Optimise quality of service by distributing traffic in a dynamic and intelligent way.
  
-  **Challenge 2: A multi-device private network, just like at home**  
Implement network segmentation at the user level, not the endpoint level, to allow your guests to connect all their devices easily and securely.
  
-  **Challenge 3: Reduce costs through network convergence**  
Install a converged network connecting all services and users: the ideal solution to reduce your energy bills and the overall service cost!
  
-  **Challenge 4: Simplify operational management**  
Rely on a specialist partner to take the burden off your staff and provide the right level of expertise. To avoid multiple providers 'passing-the-buck', choose a single provider for WiFi, fibre and connected services.
  
-  **Challenge 5: Guaranteeing network security**  
Rely on a service provider capable of assisting you in achieving full compliance with cybersecurity, regulatory issues and law enforcement requests.
  
-  **Challenge 6: Meeting and Events with flawless connectivity**  
Don't let high density events and meetings impact your network service. Have a network prepared to absorb and adjust to high density environments with the help of dedicated bandwidth.

To discuss any of these points and address your connectivity challenges, feel free to [contact us!](#)

# 3 REASONS TO CHOOSE WIFIRST FOR YOUR PROPERTY CONNECTIVITY

## 1 Choose the experience

Wifirst is the European leader in WiFi as a Service, providing all users with perfect WiFi connectivity, everywhere, all the time.



## 2 Choose simplicity

Choosing Wifirst means benefiting from a turnkey solution, with no "hidden costs": Wifirst integrates a 4-hours GTR, a hardware cost and labour warranty and a 24/7 staff and customer hotline at no extra cost.



## 3 Choose financial and energy efficiency

Wifirst's solution allows you to reduce your costs thanks to a shared and scalable infrastructure.

A leader in innovative WiFi and Fibre connectivity solutions since 2002, Wifirst is trusted by thousands of customers across Europe to provide high-quality, robust networks.

To find out more about us, visit [www.wifirst.com/en/hospitality](http://www.wifirst.com/en/hospitality)

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