



25 MAY – 8 JULY, 2021

### WI-FI: POWERING INNOVATION SERIES

Creating new possibilities for Carriers, Enterprise, Cities and Things.

**#WGCAmericas | #wifirevolution #lovewifi** 



#### **Introduction & Welcome**

#### **STEVE NAMASEEVAYUM**

Director, Membership & Industry Alliances
Wireless Broadband Alliance







JUNE 24, 2021

#### Wi-Fi Innovation for Hospitality

**#WGCAmericas | #wifirevolution #lovewifi** 

#### **Wi-Fi Powering Innovation Series**

Full Program Agenda

May 25<sup>th</sup> & 26<sup>th</sup> – WBA Members Only Working Sessions

May 27<sup>th</sup> – WBA Members Only Working Sessions: **Briefing for Asia-based members** 

#### WI-FI POWERING INNOVATION SERIES: 08:30 PT; 1130 ET; 15:30 GMT; 23:30 Singapore

WITH TOWERING HAND VALIDIA SEINES. 00.30 F1, 1130 E1, 13.30 GM1, 23.30 Singapore						
Thursday June 3 <sup>rd</sup>	Thursday, June 10 <sup>th</sup>	Thursday, June 17 <sup>th</sup>	Thursday, June 24 <sup>th</sup>	Wednesday, June 30 <sup>th</sup>	Thursday, July 8 <sup>th</sup>	
Wi-Fi Innovations Connecting Your World – Leadership Conference	Connecting the Wi-Fi Enabled Enterprise	Wireless Innovation, Operation & Customer experience – Where next for operators?	Wi-Fi Innovation For Hospitality	Connected Cities get Smarter with Wi-Fi in the 5G Era	Carrier Grade Wi-Fi delivering the future for the Smart Connected Home	



#### **Thank you to our Sponsors**





































#### Wi-Fi Innovation for Hospitality



Steve Namaseevayum Wireless Broadband Alliance



Hyatt Hotels Corporation

**Rohan Jani** 



GlobalReach Technology

**Tammy Estes** 



Marriott International

**Andy Ferraro** 



Omni
Hotels & Resorts



AT&T

**Sandro Natale** 



**Brett Schavey** 

CommScope



**Joe Martin** 

**Single Digits** 



**Patrick Dunphy** 

Hotel Technology Next Generation



**Eric Sullender** 

**Eleven Software** 



**Daniel Zahavi** 

**LEVL Technologies** 

#### Wi-Fi Innovation for Hospitality

TODAY'S AGENDA				
08:30am (Pacific time)	Introduction & Welcome  Stove Namescovavum Director Membership and Industry Alliances Wireless Broadband Alliance			
08:35am	Steve Namaseevayum, Director, Membership and Industry Alliances, Wireless Broadband Alliance  Future of Wireless Internet within Hospitality			
(Pacific time)	Rohan Jani, Director – Guestroom Technology, Global Operations Center, Hyatt Hotels Corporation			
08:45am (Pacific time)	A View of Next Generation Hospitality Connectivity  Tammy Estes, Group Chief Product Officer, GlobalReach Technology			
09:00am (Pacific time)	The Future of Hospitality Wi-Fi  Andy Ferraro, Senior Director, Digital Guest Experience, Marriott International			
09:10am (Pacific time)	Panel Discussion GlobalReach Technology, Hyatt Hotels Corporation, Marriott International			
09:30am (Pacific time)	Monetizing Wi-Fi in the Hospitality Sector  Sandro Natale, Director Product Wi-Fi, Digital Signage & Ads for Access, AT&T			
09:40am (GMT)	Hospitality in 2021 and Beyond: Next Generation Architectures for the New Normal  Brett Schavey, Global Hospitality Lead, CommScope			
09:55am (Pacific time)	Stay Engaged: Driving Loyalty Through Experience Joe Martin, Director, Solutions Architecture, Single Digits.			
10:10am (Pacific time)	Wi-Fi Connects Hospitality Patrick Dunphy, VP Technology, Hotel Technology Next Generation			
10:20am (Pacific time)	Panel Discussion AT&T, CommScope, Eleven Software, Hotel Technology Next Generation, LEVL Technologies, Omni Hotels & Resorts and Single Digits,			
10:50am (Pacific time)	Close Steve Namaseevayum, Director, Membership and Industry Alliances, Wireless Broadband Alliance			



#### Future of Wireless Internet within Hospitality

#### **ROHAN JANI**

Director – Guestroom Technology, Global Operations Center

Hyatt Hotels Corporation



#### **Future of Wireless Internet within Hospitality**

Wireless Internet looks much different today than it use to be 5 years ago. With the influx of smartphone applications, streaming, cloud services, and remote working/video call the demand for robust Wi-Fi services has become paramount as hotels work towards their recovery. In this segment, Rohan Jani will share his insights on areas that hotel investors and operators should focus on to build a long-lasting Wi-Fi strategy for their hotels.

Seamless, Secure Wi-Fi Onboarding

Mac Randomization and HotSpot2.0

# Wi-Fi manufacturers need to train the LSP to deliver full solution benefits

#### **Bandwidth requirements changing:**

- a) Streaming content
- b) Video calls, hybrid meetings
- c) IoT
- d) Work from hotel
- ... consumer behavior changing











#### A View of Next-Generation Hospitality Connectivity

#### **TAMMY ESTES**

Group Chief Product Officer
GlobalReach Technology





## A PERFECT STORM FOR GUEST-FACING TECHNOLOGY & INTERNET ACCESS

- COVID-19 has changed hospitality forever
- Reliable Wi-Fi internet access is still the number one driver in guest satisfaction
- Guests demand self-service & contactless in-room guest technologies
- Increased guest demand for personal content streaming
- MAC randomization will challenge existing on-boarding & loyalty solutions
- Revenue generation & costs savings never more critical



### HOTEL GUEST SATISFACTION DECLINED ~4% OVER THE FIRST YEAR OF THE PANDEMIC.

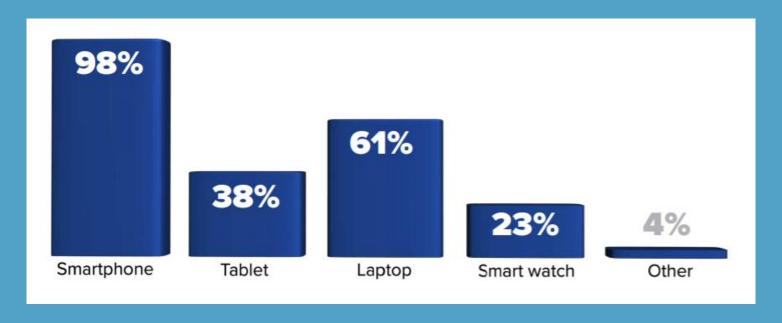
(source: American Customer Satisfaction Index)

#### Wi-Fi INTERNET ACCESS

- 90% of respondents said access to hotel Wi-Fi is very important.
- 85% said Wi-Fi quality affects their decision to rebook.
- Hoteliers rated the importance of signal quality in high numbers.
- 80%+ guests said they often had issues with poor signal coverage.

(source: HIS Whitepaper, 2019)

#### **GUEST DEVICES**



- 45% guests travel with two electronic devices
- 27.6% travel with three
- 9.27% travel with four

(source: BeyondTV Guest Entertainment Survey 2020)

#### **CONTENT STREAMING**

- 1.1bn: Number of streaming subscription services in 2020 (source: Motion Picture Association's annual THEME report).
- 18%: Forecast CAGR of the global streaming market 2020-2024 (source: Technavio, May 2021).
- 82%: Video as a proportion of all internet traffic by 2022 (source: Interdigital/FutureSource report, Dec 2020).
- **50%:** Hotel guests that say the availability of TV casting will affect their booking decision (source: BeyondTV 2020 survey).

#### MAC RANDOMIZATION

Potential for poor guest experience & extra work for front desk staff:

- Loyalty members may not be automatically authenticated
- Internet purchases lasting longer than the MAC reset interval may end prematurely
- Guests staying more than a day may need to authenticate each day
- Likely to result in additional calls to the front desk

#### HOSPITALITY STAFFING CHALLENGES

#### The impact of COVID-19:

- 600,000: staff shortfall that US hotels need to meet demand (source: BIS.gov)
- 171,800 open positions on LinkedIn for US hospitality jobs
- 30%+ staff shortfall in the UK hospitality sector
- 100,000 restaurant & hotel worker staff shortfall in France

# HOW ARE CHANGING GUEST EXPECTATIONS AND HOTELIER NEEDS IMPACTING THE HOTEL NETWORK?

- Seamless, reliable Wi-Fi access still a basic expectation - guests are bringing more devices than ever
- Secure network connectivity for in-room technologies such as mobile key, guest assistants & room-control
- Bandwidth & QoS to stream guest personal content
- Passpoint-enabled networks for seamless connectivity with offload & roaming monetization opportunities
- Solution needed for MAC randomization impact on guest authentication & loyalty programs
- Opportunity to drive loyalty app adoption by supporting Passpoint, mobile key & touchless control features



#### SEAMLESS, RELIABLE WI-FI INTERNET ACCESS



Secure guest onboarding & controls



Hotel network management



Effective bandwidth management



Scalable



Reporting & analytics for location-based digital engagement



Roaming across brand properties & affiliates



Conference room scheduler



#### SUPPORT FOR IN-ROOM & GUEST TECHNOLOGIES



IoT: In-room controls door-locks, mobile key, thermostats, etc.



Multiple BYO guest devices



Cloud telephony



In-room digital assistants

- Securely connect IoT devices to network
- Support bandwidth demands of guests bringing multiple devices
- Leverage cost-saving opportunity of cloud-based telephony
- Install in-room digital assistants to streamline guest communication & interaction: takes burden off staff & facilitates booking of amenities to increase @lobalreach revenue



#### **STREAM GUEST CONTENT**

- Guests easily stream own content
- Bandwidth segmented to support video
   QoS & not impact guest Wi-Fi
- Personal credentials not required (ideal)
   or cleared upon check-out via PMS
   integration



#### **PASSPOINT-ENABLED NETWORK**

#### Improved guest experience

 Guests are seamlessly connected across brand & affiliates

#### Increased guest engagement

 Target guest interactions based on location, loyalty level & more to drive revenue

#### Increased privacy

- Compliant with industry privacy directions
- No PII information needs to handled





#### **MAC RANDOMIZATION IMPACT**

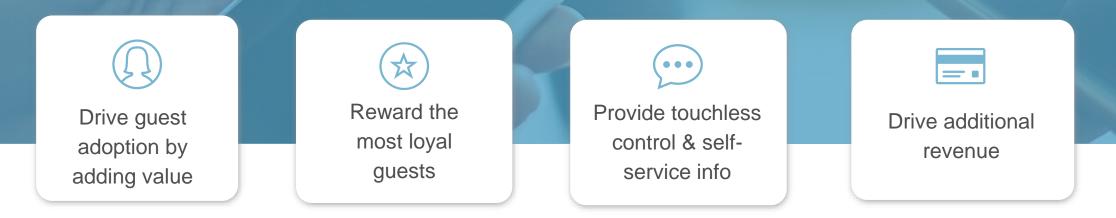
Hotel Wi-Fi largely relies on MAC addresses for onboarding & loyalty programs

Will be heavily disrupted with devices appearing as "new" at regular intervals or with every SSID change.

Passpoint provides a solution for MAC address randomization.

...while offering more security, privacy as well as value-add & monetization opportunities.

#### MOBILE GUEST LOYALTY APPLICATIONS



Mobile key, touchless room & in-room entertainment control plus self-service guest interactions will drive guest adoption

Specialized offers to your most valued guests

Additional revenue driven by integration with booking engine & amenity upsell











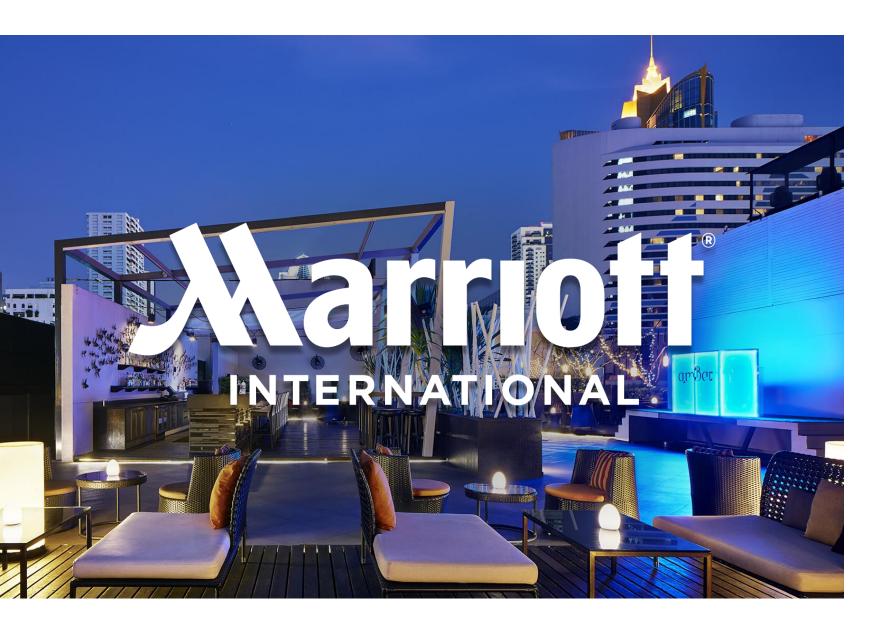
#### The Future of Hospitality Wi-Fi

#### **ANDY FERRARO**

Senior Director, Digital Guest Experience

Marriott International





#### The Future of Hospitality Wi-Fi

June 2021





## YESTERDAY

WE
CONNECTED
TO THE
INTERNET

## **TOMORROW**

WE'LL
SIMPLY BE
CONNECTED
WHEREVER WE GO





**Marriott's Corporate Vision** 

"To be the World's Favorite Travel Company."

Where in the guests' travel journey are these important:

- What do guests need to do and want to do
- Device onboarding
- Authentication
- Cellular and Wi-Fi handoff
- Roaming within and between venues
- Digital guest experiences
- Marketing and digital services





GUEST PROGRAMS

**BRAND.COM** 

**BRAND MOBILE APP** 

**MOBILE FEATURES** 

**GUESTROOM ENTERTAINMENT** 

**ROOM CONTROLS** 

**IOT DEVICES** 

MEETINGS/EVENT FEATURES

5G OFFLOAD TO WI-FI

THE NETWORK IS THE BACKBONE OF ALL **GUEST + ASSOCIATE** DIGITAL CONNECTIONS

ASSOCIATE PROGRAM

PROPERTY MANAGEMENT SYSTEMS

**ASSOCIATE MOBILITY** 

POINT OF SALE

CUSTOMER RELATIONSHIP

MANAGEMENT (CRM)

MEETINGS/EVENT SYSTEMS

OTHER ON-PROPERTY SYSTEMS

5G OFFLOAD TO WI-FI



#### BRAND

Hotel Brand Company

Define the vision and the intended guest and associate experience. And hold hotels and vendors accountable for delivering against that vision.

#### HOTELIER

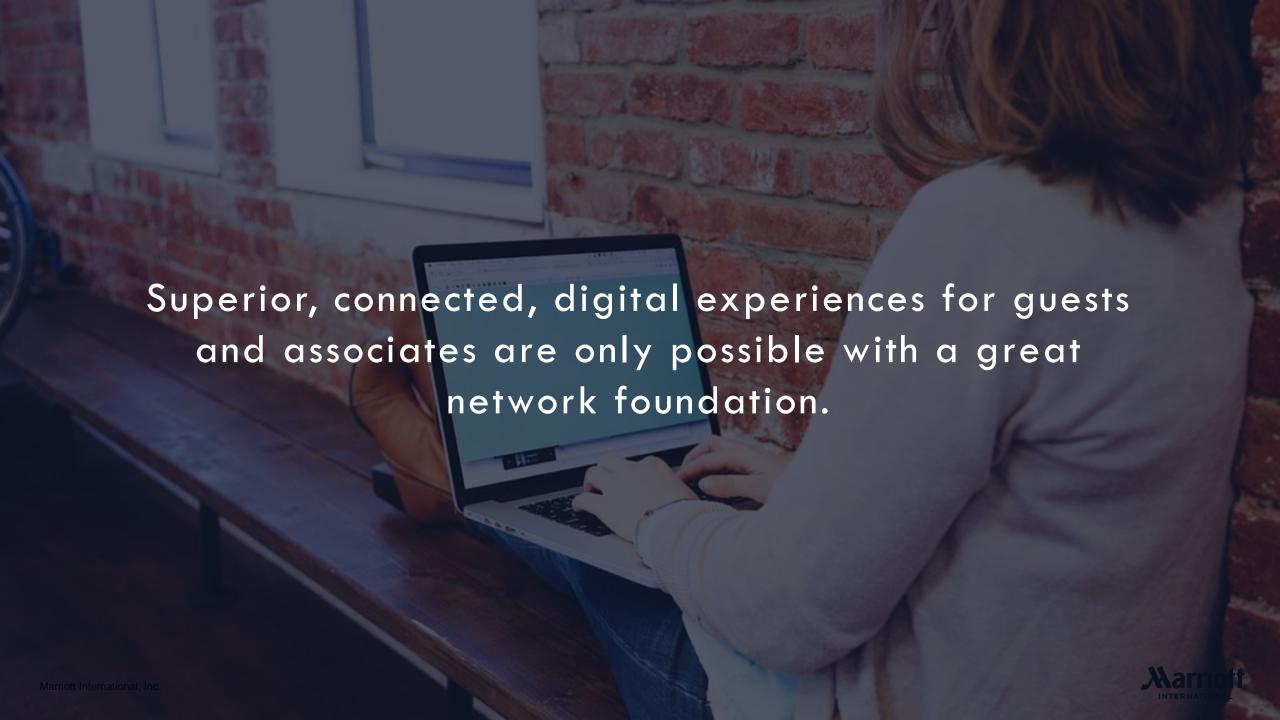
Hotel Owner and Management Companies

Owners and management companies either follow define brand standards directly or define them themselves. Either way they must make thoughtful capital and asset planning decisions.

#### **VENDOR**

Vendor Community

Vendors play an important role in innovation, balancing the needs of the brand against the operational and cost challenges faced by hotels.





## **Panel Discussion**



Steve Namaseevayum

Wireless Broadband Alliance



**Tammy Estes** 

GlobalReach Technology



**Rohan Jani** 

**Hyatt Hotels Corporation** 



**Andy Ferraro** 

**Marriott International** 



# Hospitality Wi-Fi Return on Investment (ROI)

### **SANDRO NATALE**

Director, Product Wi-Fi, Digital Signage & Ads for Access

AT&T





# Hospitality 2.0 The Changing Requirements for Hospitality Solutions

## **BRETT C SCHAVEY**

Global Hospitality Lead
CommScope





Hospitality 2.0

The changing requirements for Hospitality Solutions

**Brett C Schavey**Global Hospitality Lead

June 24, 2021

# Agenda





#### Who is CommScope?

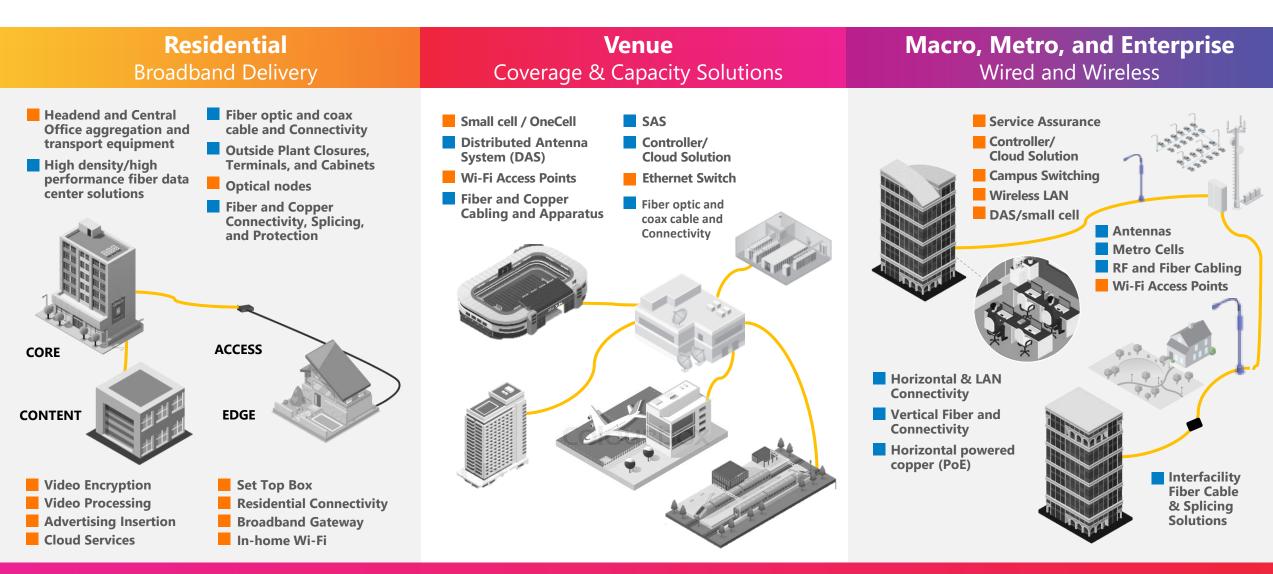
Guest expectations, brand requirements and owner's needs



New solutions and architectures today

2022 and beyond

#### WELL-POSITIONED TO UNLOCK YOUR NETWORKS' FULL POTENTIAL.



Services to Plan, Design, Implement, Operate Networks in all Segments







#### **Guest Connected Experience**

From check-in to check-out guests are fully connected, seamlessly and securely onboarded with access to their applications and devices throughout the property

#### **CommScope Solution**

Ruckus switching and Wi-Fi, indoor and outdoor, Era, Cloudpath

#### **Contactless Guest Journey**

Agentless, touchless guest check-in -Direct2Room with Mobile Key entry, F&B ordering and communication with hotel staff

#### **CommScope Solution**

Ruckus switching and Wi-Fi, indoor and outdoor, Era, Cloudpath







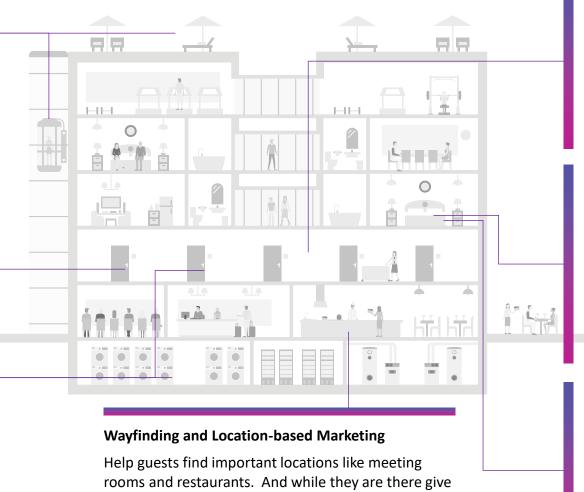
#### **Ubiquitous Back-of-House Connectivity**

For admin devices for check-in, point-of-sale, housekeeping, security and video surveillance, event services and communications.

#### **CommScope Solution**

Ruckus switching and Wi-Fi, indoor and outdoor, Era, Cloudpath

# CommScope-Enabled Smart Hotel



them a nudge with location-relevant ads or coupons

**CommScope Solution** 

Ruckus switching, Wi-Fi and IoT Suite

#### **Employee Safety and Access Control**

Connected door locks improve physical safety and guest experience while employee safety is legislated in parts of the world. We can bring these applications online more cost effectively and make them easier to manage.

#### **CommScope Solution**

Ruckus switching, Wi-Fi and IoT Suite



#### Fiber-to-the-Room

Make your investment count and make it the last cable you pull.

#### **CommScope Solution**

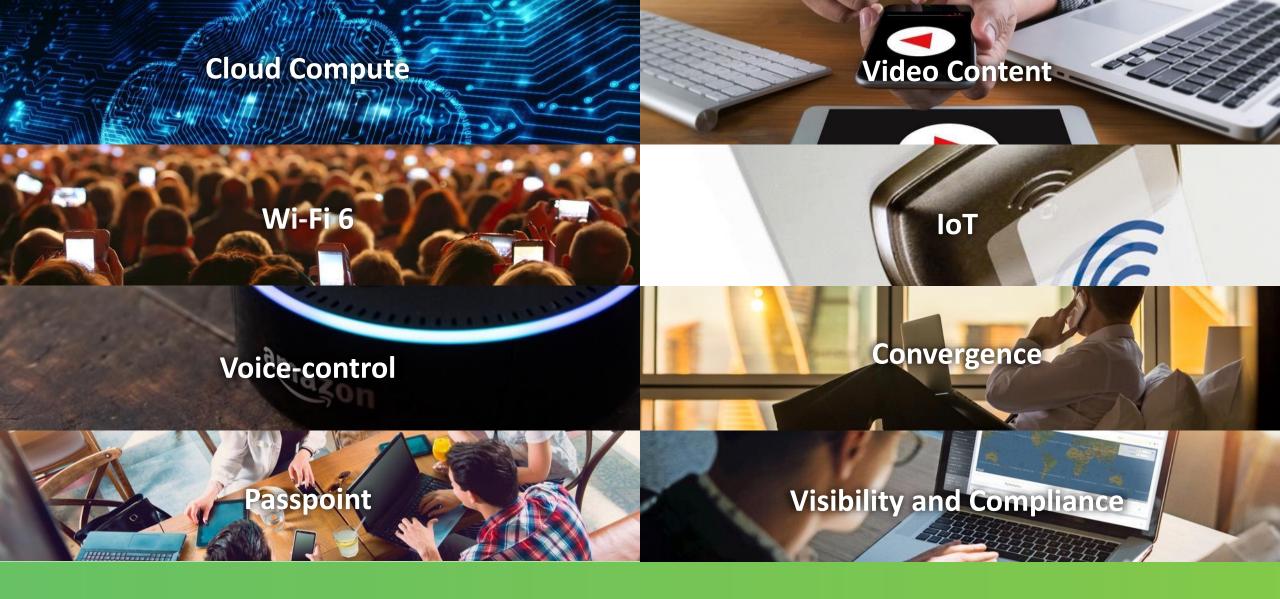
CommScope fiber and connectivity, Ruckus switching, Wi-Fi and IoT Suite

#### **Reduced Operational Costs**

Energy and Building Management Systems, thermostats and sensors, can be integrated more cost effectively leading to reduced operating costs and improved guest experience.

#### **CommScope Solution**

Ruckus switching, Wi-Fi and IoT Suite



Macro Trends impacting Hospitality Networks

# Guests Expect More....

#### **Guest expectations are increasing**

- Guests are bringing multiple devices three is average
- Video consumption averages 16 hours per week, up 52% in two years
- Voice-controlled Smart Home experience



# WiFi usage has increased by 3x

# Pre-COVID



1.3 GB/client



0.60 clients/AP/day





Source: CommScope Hospitality Analytics Study

# Present



3.8 GB/client



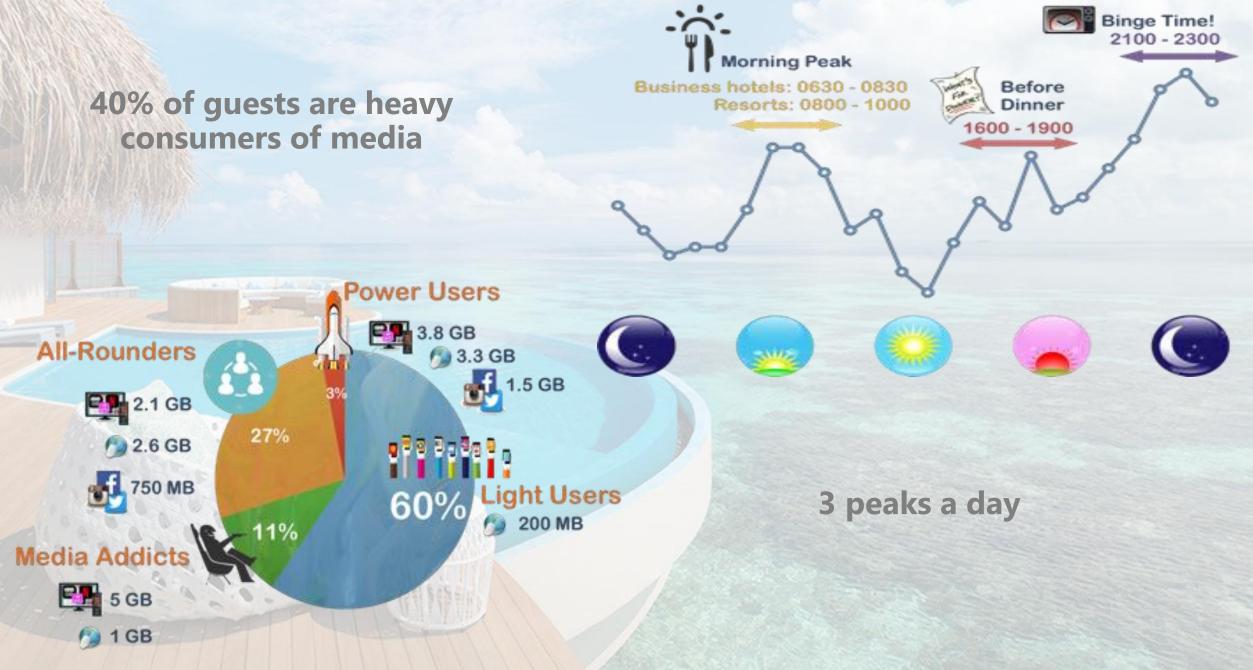
0.59 clients/AP/day







In the Top 30 apps Used by 1.5% of guests



COMMSCOPE"

# Owners / Operators Requirements



# **Guest Safety**

Connected Door Locks



# Employee Safety

- 5-Star promise
- Legislation



# Operational cost savings

• EMS Integration



## Reduced labor

- Asset Tracking
- Operational Efficiencies

## Hotels need to invest...







Mobile reservations **96%** 



Contactless payment 90%



Smart TVs/ Content streaming inside the guestroom

88%



Two-way messaging with guest 84%



Mobile check-in **82%** 



Digital signage

**76**%



Mobile room key

**76%** 



Check-in via kiosk

60%



Check-out via kiosk

**56%** 



Guests can use their own mobile device to control the guestroom

**56**%



Voice-controlled devices, etc.

**38**%



Robotics, etc

# What do I know about my guests and my infrastructure?







#### **Guest Experience**

"What was my platinum reward member's experience like?"

### **Predictive Analytics**

"What is about to fail and what can I do about it?"

#### **Monetize Event Space**

"Were my event attendees actively engaged in my meeting?"

# How do we respond to these evolving needs?

HOSPITALITAS.

Choose

- A good foundation
- Proper Design and Product Choices

Converge

- IT & OT technology stacks
- Admin and HSIA

Create

- Visibility into Network Performance and Guest Experience
- API Integration for the ecosystem

• Reimagine The guest journey

# Where is this going?















Data Analysis



**HEAL** 





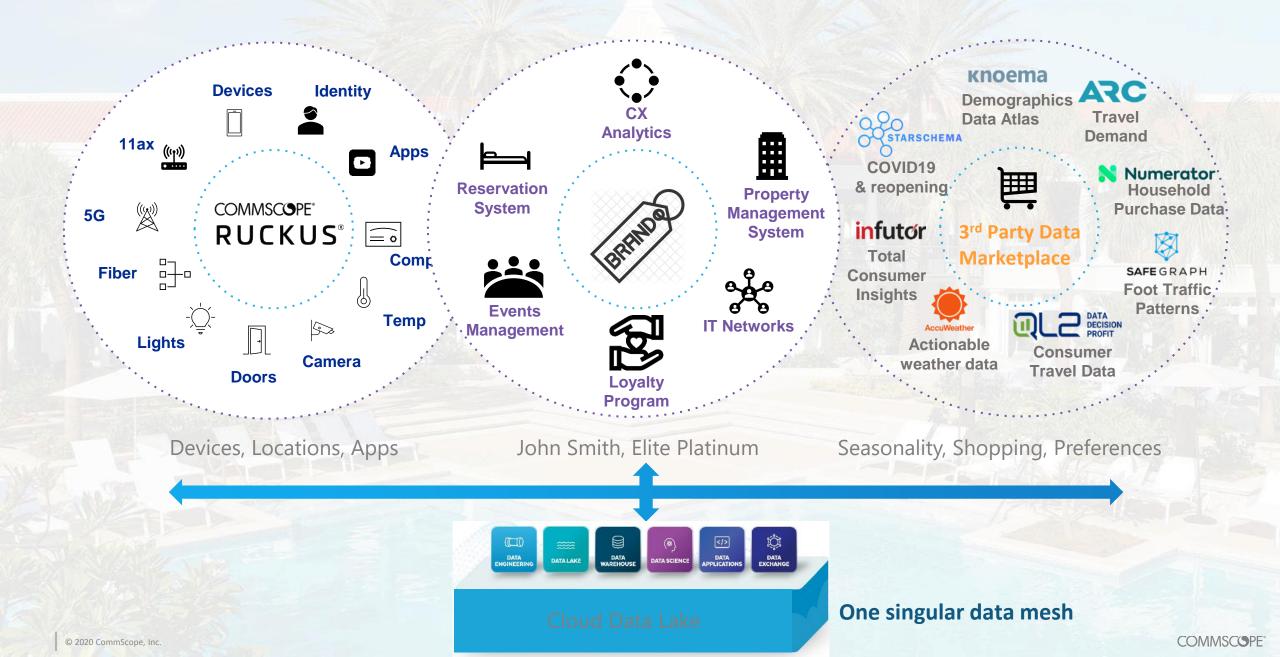




IOT

**CBRS LTE** 

#### A 360° View of the Guest







# Staying Engaged: Driving Loyalty Through Experience

### **JOE MARTIN**

Director, Solutions Architecture
Single Digits



## **Staying Engaged:**

# **Driving Loyalty Through Experience**

WBA Wireless Global Congress – June 2021

Joe Martin, Director of Solution Architecture

## \_Who is Single Digits?

2,265 Active Hotel Properties Served

600,000+ Hotel Rooms



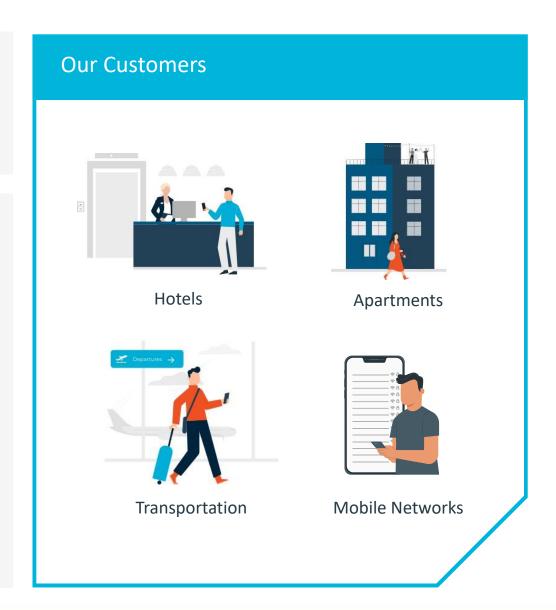
# 6.2 Million

Daily Authentications
Processed Through Our
Platform

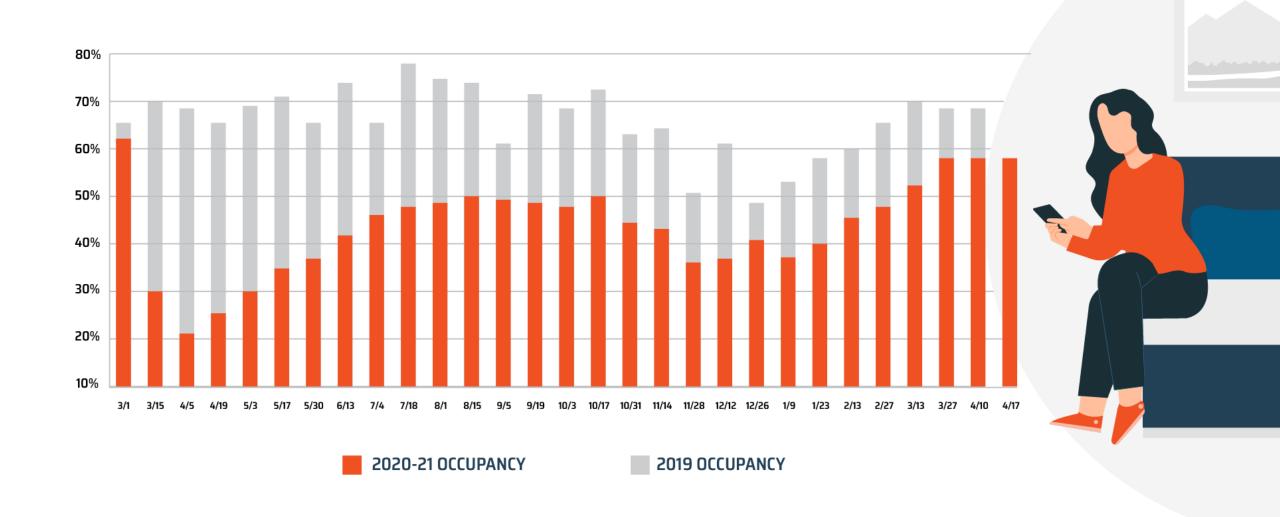


5,700+

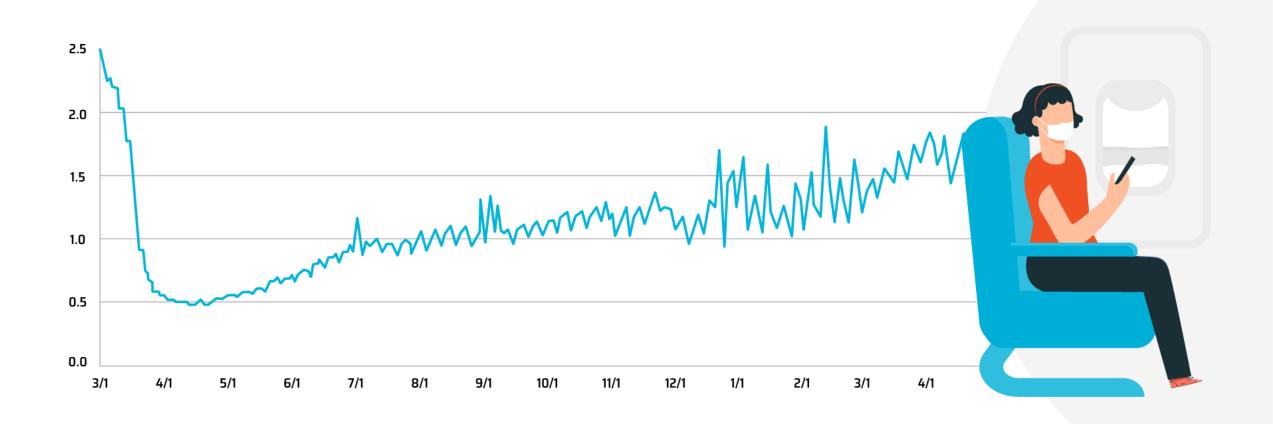
**Total Properties Served** 



## \_US Hotel Occupancy (STR Data)



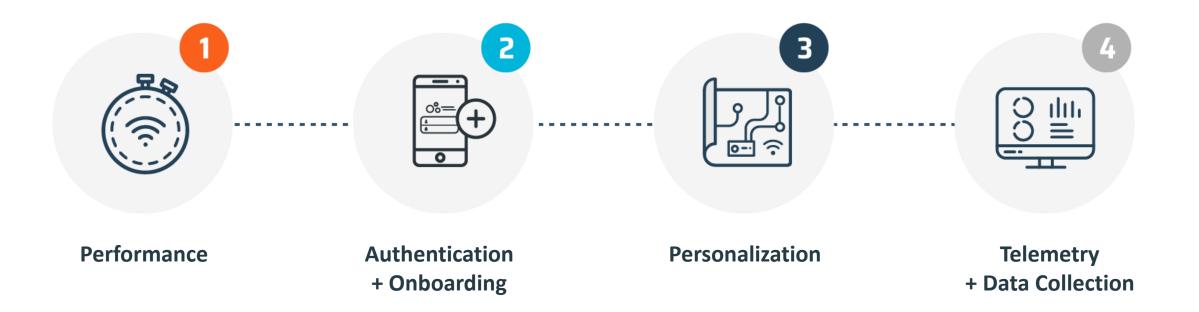
## \_Daily TSA Checkpoint Travelers

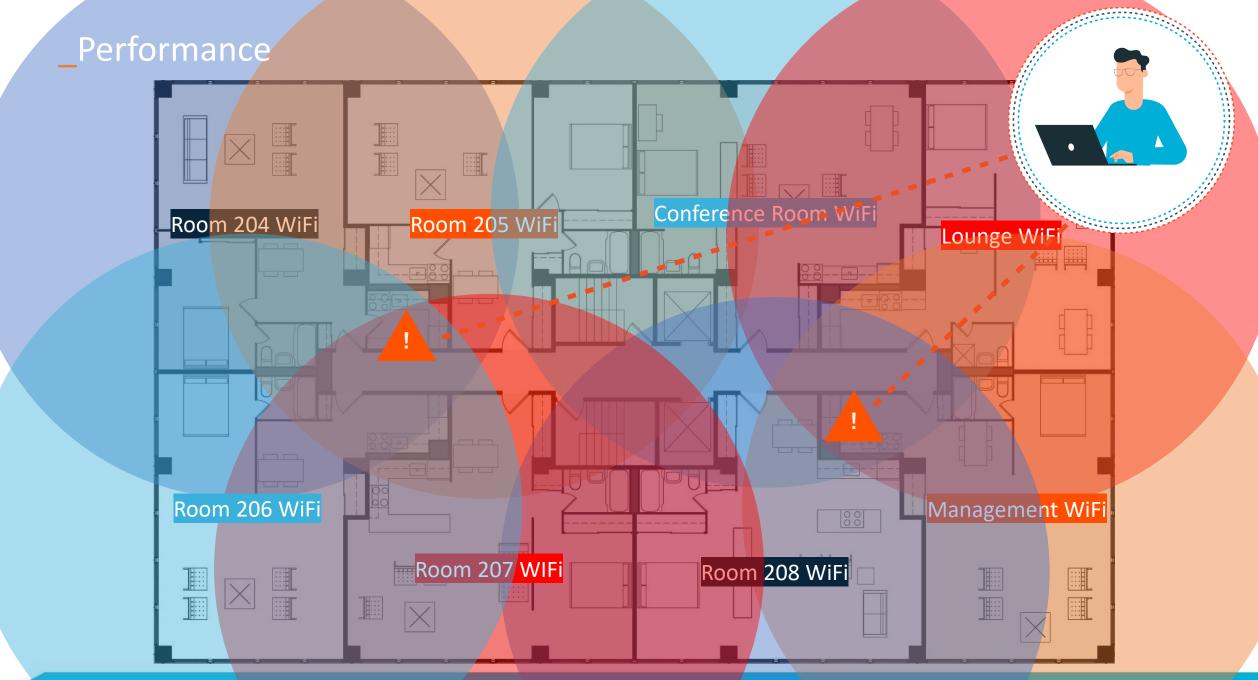


# \_Resuming Travel and Hospitality



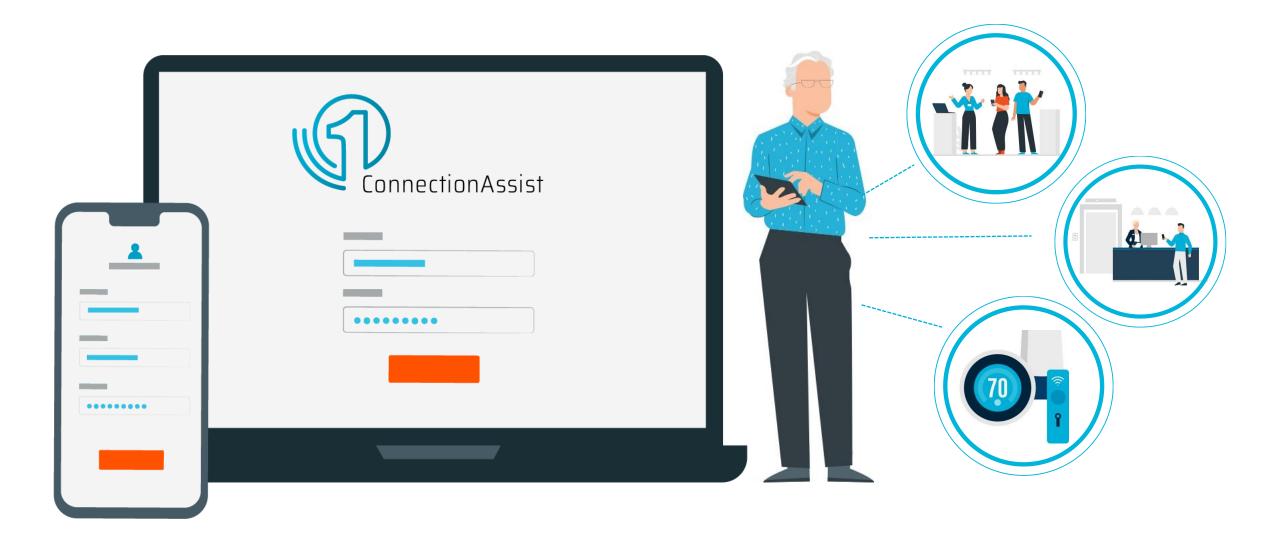
## \_How is Network Experience Optimized?

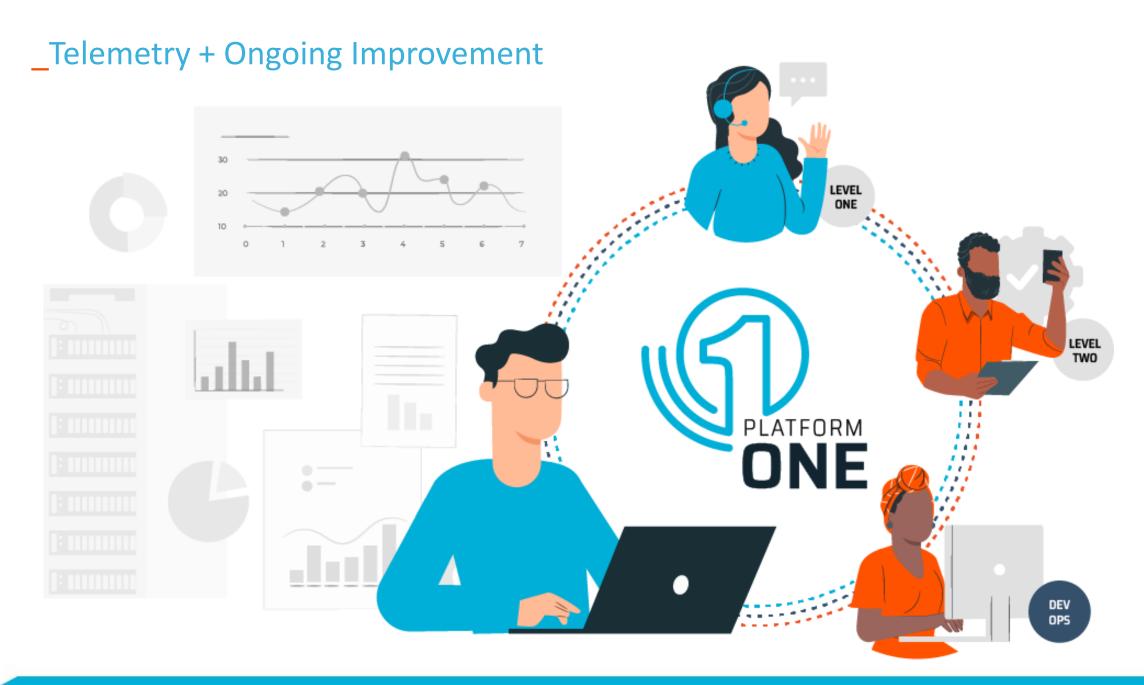






# \_Personalization





#### **Staying Engaged:**

# **Driving Loyalty Through Experience**

Thank You!

Joe Martin, Director of Solution Architecture
jmartin@singledigits.com



# Wi-Fi Connects Hospitality

## **PATRICK DUNPHY**

VP, Technology

Hotel Technology Next Generation





# All Together Powerful.



# Wi-Fi Connects Hospitality

Patrick Dunphy VP, Technology

HTNG is now a part of the American Hotel & Lodging Assocation (AHLA)

## AHLA's Role

## **ADVOCATES**

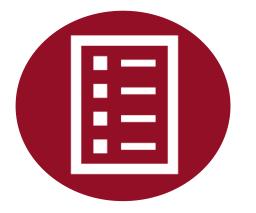
Responsible public policies to ensure future growth of lodging & hospitality industry



## **PROMOTES**

Economic Impact
Workforce – "Dreams Happen Here"
Technology & Innovation

Strategic Issues: safety & security, women's empowerment, sustainability, human trafficking



### **UNITES**

All segments of the industry to speak with "one voice"

Industry ecosystem convening all stakeholders – service providers, suppliers, etc.



# Representing all segments of the industry

#### **BRANDS**



RADISSON

























#### OWNERS





FOUR SEASONS





DISNEP

Parks, Experiences and Products













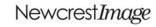


















#### **MANAGEMENT COMPANIES**

































#### INDEPENDENT PROPERTIES











## What We Bring to the Table

#### **Assets**

- Trusted & Respected Brand
- Recognized as "Lead Voice" for the Hospitality Industry
- Active CEO
   Engagement across
   Industry Segments
- High-Value Digital Communication & Marketing Channels
- Impactful Events

#### **Capabilities**

- Advocacy
- Industry Research
- Workforce Development
- Conventions & Events
- Technology & Consumer Innovation Forum
- Education
- Foundation & Charitable Giving
- Industry Campaigns
- Political Action
   Committee

#### Relationships

- 3.2 Million Hotel Rooms
- 27,000 Members
- 18 Premier Partners
- 250 Allied Members
- 42 Partner State Associations
- 15 Committees & Councils
- National Restaurant Association
- Brand USA
- NorthStar Travel Group

# Build Relationships at AHLA & AHLAF signature events.

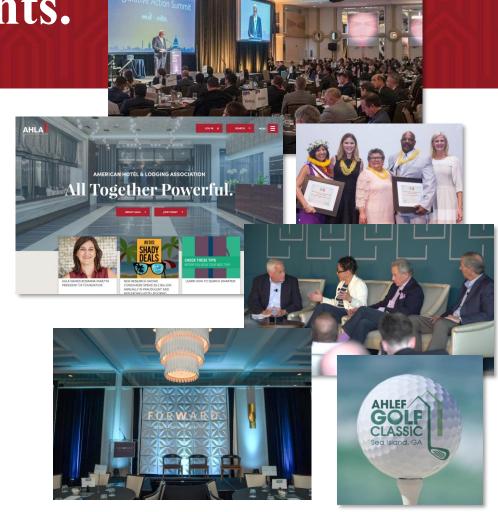
#### Signature Events

- The Forum: An AHLA Experience™
- Legislative Action Summit
- AHLAF Golf Classic
- ForWard: Advancing Women in Hospitality
- AHLAF Night of a Thousand Stars
- HT-NEXT

#### Councils & Committees

(engagement limited to Sponsors & Partners)

 AHLA committees support AHLA/AHLAF objectives, provide feedback on policy and key initiatives and provide unique learning and networking opportunities



# Wi-Fi Opportunities in Hospitality

- Identity & related services
- Personalization
- MAC addresses
- Investment planning for owners, management, brands

- Security
- Business models
- Partnerships with complimentary solutions
- Support & reliability
- Seamless handoff

# Join our Workgroups!

- 5G for Hospitality
- Guest Identity & Personalization
- Convergence
- Al for Hospitality

- Express PMS Integrations
- Guest RoomEntertainment
- Hybrid Meetings & Events

# How do I or my team get involved?

## Contact workgroups@htng.org







## **Panel Discussion**



Namaseevayum
Wireless Broadband
Alliance



Sandro Natale

**AT&T** 



**Brett Schavey** 

CommScope



Eric Sullender

**Eleven Software** 



**Patrick Dunphy** 

Hotel Technology Next Generation



Daniel Zahavi

**LEVL Technologies** 



Kathleen Erickson

Omni Hotels & Resorts



Joe Martin

**Single Digits** 



## Close

## **STEVE NAMASEEVAYUM**

Director, Membership & Industry Alliances
Wireless Broadband Alliance



## **Wi-Fi Powering Innovation Series**

#### **Thursday June 3rd**

## Wi-Fi Innovations Connecting your World

- Social Impact of Wi-Fi from wering the world economy to how Wi-Tuelping the green agenda and bridging the digital divide.
- Future of Wi-Fi thr , de ahead overall market trends.
- Lolivering the wireless experience for carri onter onsumers and things.
- Regula .es for Wi-Fi 7, Wi-Fi 6E and OpenRoan

#### **Thursday June 24<sup>th</sup>**

#### Wi-Fi Innovations For Hospitality

- Hospitality 2021 What do e industry need from Wi-Fi operators service providers.
- Delivering the next varion Wi-Fi experience in hote venues.
- Leving loyalty eting applications and analy for V the next decade.

#### Thursday June 10<sup>th</sup>

## Connecting the Wi-Fi -enabled Enterprise

- How can Wi-Fi address the email ig needs of enterprise to innovate and a post COVID 19.
- Industry 4.0 & IoT: Emg opportunities for Wi-Fi in the 5G era.
- Diving the conn / revolution in retail and hosp lity position 19.
- Trains, , utomobiles connectivity into 2030.
- Marketing a Cations for Wi-Fi
- Private 5G and Wi-Fi

#### Wednesday June 30th

## Connected Communities: Wi-Fi gets Smarter in the 5G Era

- Market trends and drivers for smart cities and connected communities.
- Protecting our citizens: privacy, security and identity.
- Addressing the digital divide through public Wi-Fi.
- The benefits of convergence of 5G and Wi-Fi 6E.
- Monetizing Wi-Fi and the opportunity case for cities and local business.

#### **Thursday June 17th**

## Wireless Innovation, Operation and Castomer experience – Where next for castors?

- The future of wireless networ'
- Delivering a gold standar Jlic Wi-Fi experience Seamless. e, permission-based privacy.
- Testing performation doptimization modification.
- Wi-Fi 6 50 road to convergence & OpenRoa
- Emerging logies Wi-Fi 7, FWA, 802.11be and beyond.

#### **Thursday July 8th**

## Carrier Grade Wi-Fi delivering the future for the smart connected Home

- Market trends and drivers for residential Wi-Fi.
- Key enablers for the Work at Home Era post COVID 19.
- Delivering on the connected home experience Next 5 years of IoT.
- Next Generation of Wi-Fi Capabilities for in-Home (sensing, mesh, AR/VR and more....)



## **Thank you to our Sponsors**





































## THANKS FOR ATTENDING

### **Next Time:**

June 30th - Connected Cities Get Smarter with Wi-Fi in the 5G Era

REGISTER NOW: https://www.wirelessglobalcongress.com/registration/

Find out more: <a href="https://www.wirelessglobalcongress.com/www.wballiance.com/">www.wirelessglobalcongress.com/www.wballiance.com/</a>