

Digitising the guest journey

As hotel guest journeys become increasingly digitised – from self-check-in facilities to customers bringing their own devices to stream content in their rooms – hoteliers must contend with growing bandwidth demand and need stable, high-performance and secure network infrastructure. To meet this business demand, **m3connect** has developed an automated SD-WAN networking solution.

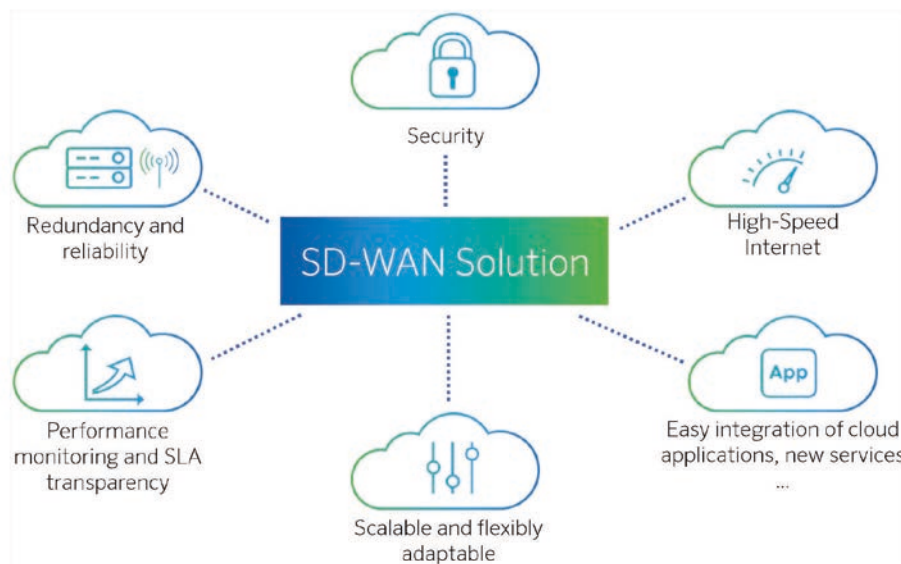
Today's guest journeys are increasingly becoming digital. Automated self-check-ins, digital room keys and guests' growing bandwidth demands are just a few examples that have already found their way into everyday hotel life. Therefore, it is necessary to have a high-performance, stable and secure network infrastructure. This should apply to the internet line, the networking of locations and data centres and the IoT-capable local network. For this reason, m3connect has developed a networking concept with its SD-WAN solution that perfectly maps this need and offers all network-related elements from a single source. This not only includes the conception, but also the delivery of the internet lines and the hardware, the installation on-site as well as the subsequent operation and maintenance.

Reliability, resilience and data security

As a first step, hotel sites are connected via fast, secure and redundant lines. Data centres and cloud services are connected in a further step. On this basis, m3connect integrates its SD-WAN solution to represent all network relationships.

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This enables communication while maintaining the desired security levels, prioritisations and guaranteed bandwidths. By merging the network functionalities in this way, m3connect's SD-WAN solution



The SD-WAN networking solution allows hotels to deal with increasing bandwidth load while simultaneously integrating and representing all network relationships.

also simplifies the integration of new sites into this existing network. Central adjustments are thus made to all locations at the push of a button, ensuring a consistent quality for all hotels. The solution is rounded off by a dashboard that can be used to represent all monitoring, administration and performance reporting tasks. This means, the customer receives full transparency and control over the IT infrastructure. The flexible, multi-provider capability of the SD-WAN network always

guarantees a connection with the best price-to-performance ratio. To optimise the performance of the network, both the speed of the data packets and the available bandwidth can be adjusted.

Separate networks can be set up for guests and operations and, in addition, a firewall protects the hotel's IT systems and data from being digitally attacked and damaged. A further advantage is that availability is ensured by redundant networking of the data centres and back-up solutions with, for example, 5G in the locations. Even in the event of a data centre's total failure, all services and applications in the hotels are available reliably and without disruption. This solution thus offers maximum reliability, resilience and data security.

A digital foundation

The network infrastructure, which serves as the foundation for all digital services, also enables the use of m3connect's in-house solutions. Wi-Fi portals, in-room TV and digital signage can be quickly and easily created with uniform branding, individual content and campaigns using m3connect's all-in-one solution. In this way, the guests' end devices as well as room TVs and screens in the lobby or restaurant can be provided with offers

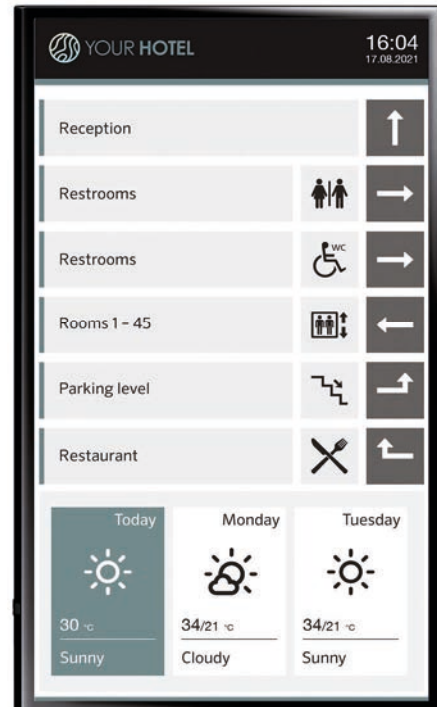
and marketing campaigns. The integration of loyalty programmes or the possibility to acquire new newsletter subscribers, for example via the Wi-Fi portal, can also be facilitated. A central dashboard can be used to define on which devices, in which houses, at which times and in which rhythm the content appears. Campaigns are published at the push of a button in individual locations or globally for all hotels. Extensive analyses ensures easy monitoring and transparency.

added. Guests can also stream their own content to the TV. When connected to the PMS system, a personal greeting for the guest and a preview of the room bill is possible. For the lobby, restaurant, spa or conference areas, the m3connect software offers solutions for digital signage. Wayfinding and door signs ensure easy navigation around the hotel. Simultaneously, screens can display menus, hotel information and offers from advertising partners.

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In addition to classic functionalities such as television and radio, the m3connect in-room TV solution also enables further features. A digital guest portfolio and restaurant or spa information can easily be

As a full-service provider, m3connect offers a future-proof solution for the increasingly complex guest journey with its range of network and digital services. The company’s focus always lies with adapting



Central adjustments are a button push away. the solution to the customer’s requirements and processes. ●

www.m3connect.com

Your technology partner for market-leading connectivity solutions

High-availability line connection of your locations, setup and operation of your infrastructure as well as intelligent networking with SD-WAN and digital guest services such as WiFi landing pages, Inroom TV and Digital Signage - we combine all of this in a powerful platform and have been a proud and trusted partner of the hotel industry for more than 20 years.

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