



**MANAGED
WI-FI
SOLUTIONS
TO DELIVER FIVE-STAR
HOTEL EXPERIENCES**

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“I’D GIVE THIS PLACE FIVE-STARS, IF THE WI-FI WASN’T SO AWFUL”

– This doesn’t have to be your review.

Wi-Fi needs to be not only available but also blazing fast, reliable, and easy to access for your patrons everywhere, at all times if you want to create loyal customers.

It's the beginning of a new era, and consumer expectations are at the highest we've seen since the internet was invented. Unlike pre-internet days, today's buyers are well-armed and willing to vocalize their satisfaction or dissatisfaction, if your establishment provides a poor customer experience.

In the hospitality industry, specifically hotel and lodging, the quality of your Wi-Fi connection can make or break your ability to retain customers and attract new ones. **In fact, 83% of hotel guests will take time out of their busy day to report a bad Wi-Fi experience, and 36% will not rebook with a brand if the Wi-Fi quality was poor.**

If after searching your TripAdvisor, Hotels.com, Google My Business, or Yelp reviews, you notice a common theme of complaints about your Wi-Fi, then it's time for your team to get serious about leveraging Wi-Fi as a revenue-generating asset.

Where could your business be with a 36% increase in revenue? If that sounds desirable, keep reading because we'll show you how to leverage managed Wi-Fi to support a five-star customer experience.

WHAT IS MANAGED WI-FI?

Sometimes called “smart Wi-Fi”, a managed Wi-Fi system is able to intelligently orchestrate the connectivity of guest devices by automatically changing its connection to the access point with the strongest signal. This is crucial when patrons move about your property to enjoy amenities such as your pool, fitness center, clubhouse, bar or lounge.

A managed Wi-Fi system is more than smart access points. In order to be effective, it must be a carefully choreographed enterprise grade infrastructure comprised of distributed wireless access points, smart WLAN, switches, controllers, switches, and high-quality cabling, designed by a Managed Service Provider (MSP) or Cloud Solution Provider (CSP) that specializes in WaaS.

KEY DIFFERENTIATORS OF MANAGED WI-FI FOR BUSINESS:

Access to A Team of Specialists –

Managed Wi-Fi is administrated by an outsourced team of specialists to ensure guaranteed uptimes, exceptional reliability and support, to ensure patrons receive the high-quality connection during their entire stay.

Lower IT Costs – Managed Wi-Fi solutions reduce internal IT overhead. MSPs are consistently able to implement and maintain robust wireless solutions at a fraction of the cost, than would be required to hire a team of in-house IT specialists to manage onsite IT support.

Scalability – Managed Wi-Fi services offer superior scalability by leveraging an MSPs vendor relationships and expertise, to expand coverage or capacity as needed without experiencing any downtime.

24/7/365 Proactive Monitoring –

Hotels are open 24/7, shouldn't your IT support be too? A managed Wi-Fi plan enables your team to have 24/7 around-the-clock access to professionals who can proactively optimize your network's performance on the fly to ensure guests stay connected.

Hardened Security Protocols – 94% of hotel guests report that they are concerned with hotel Wi-Fi security and privacy protection (HIS – Hospitality Wi-Fi Study). For good reason, after the Marriot International data breach debacle that occurred in November of 2018, and widespread headlines of other hotel breaches. It's never been more important for the hospitality industry to focus on network security and defending their infrastructure against malicious threats.

HOSPITALITY AND HOTEL WI-FI STATISTICS YOU NEED TO KNOW

83%

of hotel guests will take time out of their busy day to report a bad Wi-Fi experience

74%

of frequent hotel travelers use an iPhone

36%

of guests will not rebook with a brand if the Wi-Fi quality was poor

7 MINS.

is the average time a hotel guest uses the internet

63%

of hoteliers believe they can make improvements on Wi-Fi security and privacy

76%

of guests connect multiple devices to a hotel's Wi-Fi

81%

of guests have experienced a poor Wi-Fi experience in the last 12 months

41%

of business travels report they've selected a hotel based on Wi-Fi access

Is your hotel leveraging the best technology to improve the Wi-Fi experience, security, and privacy of your guests?

WHY ARE HOTELS TURNING TO MANAGED WLAN SERVICES?

According to research, 85% of hotel guests now carry two or more devices when they travel. Thanks to the massive increase in demand for in mobile technology, more users are connecting more devices on the go than ever before. If a hotel has 400 rooms, there may still be thousands of connected devices between employees, the internal infrastructure, and guests. The modern WLAN must support thousands of devices while delivering reliable enterprise-grade connectivity and security, from an easy and intuitive Wi-Fi access portal that doesn't slow down guests. In addition to the number of devices, customers demand high-speed connections that can support a multitude of simultaneous streaming services across to all your guests.

Wi-Fi conditions are in constant flux and require steady attention from IT staff to manage well. For most IT teams, it feels like a never-ending battle against user complaints about lost connections, dead spots, and agonizingly long waits for videos to buffer.



Streamline the Entire Hotel Wi-Fi Experience

A MANAGED WI-FI PROVIDER TAKES CARE OF:

- All your IT equipment
- Network configuration and maintenance
- Guarantee of a smooth and steady connection

REAP THE BENEFITS:

- Save your business time
- Cut back on expenses
- Free up internal resources
- Focus on delivering exceptional customer experiences
- Drive customer loyalty

FULLY MANAGED WI-FI SERVICES BY EXPERTS IN HOSPITALITY

DID YOU KNOW?

There's a good chance that a hotel you may have stayed at in the past had its Wi-Fi powered by Ruckus Smart Wi-Fi.

70%

of the hospitality market is powered by Ruckus Smart Wi-Fi

86%

of the world's luxury properties use Ruckus Smart Wi-Fi

Ruckus Smart Wi-Fi delivers first-class wireless connectivity that delights customers and builds long-term brand loyalty. As a Certified Ruckus Partner, we're proud to offer our Managed Wi-Fi services to some of the most sought-after resorts on the East and West Coasts.

WOW PATRONS WITH OUR WORLD-CLASS MANAGED IT SERVICES

Whether you're an exclusive beachside resort, historic B&B, or a downtown high-rise with hundreds of rooms, you need a technology partner who understands the hotel industry, your infrastructure, your unique needs and priorities. An IT partner with the pedigree to deliver reliable and robust IT solutions that will help you delight customers with five-star guest services, day-in and night-out.

If customers are complaining about the quality of your Wi-Fi, call us today at 855 448 4897 for a free IT assessment. Our team will run a full network diagnostic to identify dead zones, latency issues, and provide a personalized solution, guaranteed to improve your guests' wireless experience.

TOP QUESTIONS TO ASK

WHEN EVALUATING AN MSP AS YOUR STRATEGIC PARTNER

EXPERIENCE

- How many managed services customers do you have in total?
- How many customers do you have that are our size?
- How many people are on your service delivery team?
- What is your "sweet spot" for customer size?
- How many endpoints do you manage?

VALUE

- How do you help customers save money and lower IT costs?
- In what situations will you advise customers to purchase technology that you don't sell?
- How do you help customers plan for the future?
- How do you help customers identify and mitigate vulnerabilities before problems occur?

SERVICE OFFERINGS

- What services are included in your managed services offerings?
- What technologies do you support?
- Do you offer any IT compliance services?
- What SLAs do you offer for incident response, and what is your SLA compliance rate?
- Do you incorporate security into your managed services offerings?
- What security services do you offer?
- What cloud platforms do you support?

TOP QUESTIONS TO ASK WHEN EVALUATING AN MSP AS YOUR STRATEGIC PARTNER

CUSTOMER SATISFACTION

- How do you measure customer satisfaction?
- What is your annual managed services customer churn rate?
- What is your customer satisfaction performance for the past 12 months?

OPERATIONAL EXCELLENCE

- What metrics and reports do you share with customers to demonstrate the status of their environment and incident response effectiveness?
- What's different or unique about your systems management approach?
- Are your support tools integrated into a single dashboard?
- What is the number of daily incidents resolved automatically by proprietary automation?
- How do you audit patch status and remediate vulnerabilities?
- How do you measure and report the success rates for backups?
- What is the first-call resolution rate for calls to the help desk?
- Is your organization SOC 2-certified?
- How do you ensure that technicians are knowledgeable about customer environments?
- How do you ensure knowledge is not lost when staff leaves?
- Do you adopt ITIL or similar excellent practices around IT service delivery?
- How many backups are successfully performed daily?
- How do you know they are successful?

WHAT SETS US APART?

It All Starts in the Cloud

Your .com is what ties your business to the web, allowing you to get your email and collaborate online. Whether you're using Google Workspace or Microsoft 365, Next Perimeter has you covered. Your team can leverage our certified experts for matters concerning your email deliverability, DNS records, licensing concierge, and more.

Your Team and Workstations are Fully Covered

When your team logs into your corporate environment today, what types of protections exist? Next Perimeter, by default, deploys endpoint security and hardware monitoring to every workstation that we manage, ensuring productivity is at an all-time high. Your team will enjoy unlimited round-the-clock support for everyday issues ranging from authentication to hiccups with their equipment.

Battle-Tested SOPs

Whether we will handle all of your IT, or collaborate with an internal team, our procedures have been perfected against millions of business scenarios. Our system has been trained to adapt to each customer as their organizations evolve.

Future-Proofed for Compliance

We know you want your cybersecurity to be reliable, predictable, functional, and cost-effective - that's why we've simplified cyber so it's back-of-mind. By signing up for Essentials, you've created a predictable path toward future compliance needs as our agents can fulfill virtually all requirements they might ask for with simple per-user/device pricing.

Let's Work Together

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About Us

As a leader in cloud-first cybersecurity and IT support, Next Perimeter protects businesses from modern threats, whether in the office or remote. Our Zero Trust architecture and SaaS posture management deliver a secure, optimized endpoint experience without the need for servers or office space.

Our SASE network as a service replaces traditional VPNs with an always-on, secure connection, ensuring high-speed, reliable network security across the globe. Specializing in holistic threat detection and response, we safeguard your digital assets with cutting-edge AI-powered solutions.