Reinventing
HOSPITALITY
Wi-Fi
Bluesocket vWLAN

Turn Wi-Fi Challenges into Opportunities

Increasingly, Wi-Fi Travelers and event planners are making hotel booking decisions based on the availability and perceived quality of the hotel Wi-Fi access. Why is this so important?

• **Wi-Fi only devices:** Travelers carry on average three Wi-Fi enabled devices each and a family of four may have more than 10 Wi-Fi devices in just one room. This influx of mobile devices places a huge strain on your Wi-Fi network.

• **Streaming Services:** Whether it is video or audio, guests are increasingly bringing their entertainment with them and these services generally require higher bandwidth further straining your network.

• **Business Applications:** Business users are increasingly using Cloud apps such as DropBox or Office365, and messaging apps such as WhatsApp, push email and other always on services. They depend on high quality, always-on Wi-Fi connectivity to work. The hotel is their office away from their office, especially when they are attending a conference, convention or business meeting.

To enhance guest services and exceed their expectations, hotel operators must deploy Wi-Fi solutions that deliver faster access, are reliable and secure while also being easy to use. Your guest's need for high quality Wi-Fi is an ideal opportunity to exceed their expectations, grow revenue and get an edge on competition. ADTRAN's Bluesocket® vWLAN® solution can help.

Bluesocket vWLAN

To solve these challenging problems, **ADTRAN® offers a comprehensive Wi-Fi solution** built on Bluesocket vWLAN, the industry's first cloud-based virtualized wireless LAN system.

vWLAN's cloud-based architecture offers a highly secure and scalable Wi-Fi network, with powerful centralized management and controls, a built-in guest access module, carrier-class security protocols, higher reliability, and "zero touch" plug-and-play deployment. Combined with a comprehensive suite of ProServices that includes planning, implementation, and fully managed services with Help Desk, ADTRAN's Wi-Fi solution enables you to offer secure, trouble-free Wi-Fi across all properties.

Now hotels and resorts of all sizes can benefit from an enterprise class Wi-Fi network that can evolve with their customer's needs and expectations.

Benefits of vWLAN

- **Deploy an enterprise-class Wi-Fi to support multiple devices per guest, improving the experience**

- **Gain additional revenues by offering tiered Wi-Fi access**

- **Simplify operations by centralizing management of APs and guests access across multiple properties**

- **Eliminate hacking threats and reduce risks to your network with multi-level security enforced at the edge**

- **Reduce IT burdens with a with a fully managed Wi-Fi solution with optional Help Desk support.**

- **Offer a secure, always-on Wi-Fi for conventions and meetings, and gain competitive advantage.**

ADTRAN®

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ADTRAN, Inc.
Attn: Enterprise Networks
901 Explorer Boulevard
Huntsville, AL 35806
P.O. Box 140000
Huntsville, AL 35814-4000

256 963-8000
256 963-8699 fax

General Information
800 9ADTRAN
info@adtran.com
www.adtran.com

Bluesocket Business Group
866-633-3358
vWLAN@adtran.com
www.adtran.com/bluesocket

Pre-Sales Technical Support
888 423-8726
application.engineer@adtran.com
www.adtran.com/presales

Post-Sales Technical Support
888 423-8726
support@adtran.com
www.adtran.com/support

Where to Buy
888 423-8726
channel.sales@adtran.com
www.adtran.com/where2buy

ProServices
888 874-2237
proservices@adtran.com
www.adtran.com/proservices

Global Inquiries
256 963-8000
256 963-6300 fax
international@adtran.com

Reinventing Hospitality Wi-Fi
Bluesocket vWLAN

vWLAN Advantages

Cloud-based Wi-Fi: quickly scale to support multiple guest devices
vWLAN's innovative cloud-based virtual architecture eliminates the need for hardware controllers, removing scale and cost constraints. A single instance of vWLAN can support upwards of 48,000 users and 1,500+ APs improving network capacity by 10X. Now, your guests and staff can experience a high-performance Wi-Fi anywhere on the property and on all devices.

Tiered Wi-Fi: generate new revenues
vWLAN's unique role-based access control allows you to set different levels of bandwidth based on roles. You can still offer free Wi-Fi to the "basic" users but those that want to stream video or have more than a certain number of devices connected (i.e. a family) can upgrade to higher tiers. Now, your Wi-Fi network can work for you and generate new revenues.

Centralized Control: manage from anywhere
Cloud-based control enables centralized management of all access points (APs) and users in the network. A single instance of vWLAN control software located at the headquarters can manage APs across multiple buildings, an entire resort or across all properties - over a private or public cloud. This allows for a consistent Wi-Fi experience across multiple locations. In addition, network managers can troubleshoot APs or push out upgrades without physically traveling to each property.

Unmatched Security: block malicious traffic at the edge
ADTRAN's vWLAN solution features multilayered security that's enforced at the network edge. The Bluesocket APs include a built-in stateful firewall to turn away malicious traffic before it hits the LAN. vWLAN also brings enterprise-class authentication, data encryption, real-time data monitoring, and Wireless Intrusion- Detection (W-IDS) to ensure a secure and safe Wi-Fi for guests, and peace of mind for IT staff.

Fully Managed Solution: "worry-free" Wi-Fi
ADTRAN offers ProCloud Wi-Fi, a hosted and fully managed Wi-Fi solution built on Bluesocket vWLAN. With 24x7 proactive monitoring, a 99.99% uptime guarantee, and included equipment replacement options, ADTRAN's ProCloud Wi-Fi ensures a "worry-free" wireless experience for guests and staff. And, with ProCloud Wi-Fi your operational costs will finally become predictable and affordable.

Help Desk Support: offload IT burdens
ADTRAN also offers ProCare Help Desk to provide quick and efficient resolution of guest Wi-Fi connectivity issues. ProCare Help Desk is a 24x7 service (optional service for vWLAN or ProCloud Wi-Fi) that offers a single point-of-contact for guest Wi-Fi issues and can support a single property or multiple properties across different locations. Now you can offload your IT staff's burdens to focus on business-critical initiatives.

Wired Infrastructure
As you rollout your wireless LAN strategy, don't forget the need to have a robust wired infrastructure. ADTRAN has a portfolio of business-class Gigabit switches and high-performance routers that complement our vWLAN solution offering. With ADTRAN you have a complete networking solution that's carrier-class and offers the best value in the industry.

Exceed guest expectations and grow your revenue with ADTRAN vWLAN.

Learn more at:
www.adtran.com/hospitality