

# 4 questions to test the efficiency of your hotel network

Are you supporting or slowing innovation?

## Is your network supporting or hindering innovation and productivity at your property?

Efficient, reliable networks are the backbone of business success today. By making appropriate investments in your network, your hotel can help maximize effectiveness and productivity.

### Building a better network

To implement an efficient network — one that helps your hotel grow, rather than impedes its progress — ask these four questions.

#### 1. What is the size of your IT network staff — is it a small team or is there no IT staff at all?

Some hotels rely on lean IT teams to manage their networks. Others have no IT team at all; instead, staff without IT expertise play “jack of all trades” and manage the network. There are also others who have no in-house IT expertise, but depend on the services of IT vendors and consultants.

There are factors to consider with each model. Small IT teams may be overburdened with a range of day-to-day user, hardware, software and network maintenance issues. They often lack the time to keep up with long-term IT planning needs as they balance increasing demands by users for support of new network-centric applications with the need to maintain network reliability. When staff with other functional job responsibilities are asked to step in and manage IT functions with limited training and experience, key tasks may fall between the cracks. Finally, IT vendors and consultants can typically provide some, but not all, of the help needed to support the mounting and complex IT needs of hotels.

Outsourcing day-to-day network management to a service provider that offers scale, expertise, infrastructure and dedicated customer service works to ensure that the expertise and assistance your hotel needs is always at hand. You gain 24/7/365 access to network management experts, while freeing up your internal IT budget and staff to help your hotel grow.

#### 2. Is your network reliable enough to serve both guests and staff?

Increased dependence on connectivity means performance management and network reliability are crucial. Inadequate bandwidth, high latency, downtime and overloaded networks can frustrate both guests and staff. Without a reliable, fast network, staff can't get their jobs done. Without reliable, fast connectivity, guests could become frustrated, affecting occupancy rates, loyalty and revenue. Partnering with a managed network services provider will offer your property:

- A secure and high-performing Internet connection backed by 24/7/365 monitoring and management to help ensure guests enjoy rapid and reliable connectivity and your staff remains productive
- A scalable solution that enables you to rapidly add bandwidth to support your needs
- An optimized network that serves both guests and staff without draining your IT team's time and resources

### 3. Is your network adequately protected against security threats?

Data breaches, viruses and distributed denial-of-service attacks shake guest confidence, hurt the reputation of your property, and cost your hotel in sales, fines and time. Keeping up to date with the latest security developments is especially challenging for hoteliers. Lean IT teams or staff who are doing double duty as network managers often lack the time and expertise to stay abreast of the latest security updates and are unable to protect against risks in a timely manner.

Outsourcing to a provider of end-to-end network security services takes security headaches off your hands. For example, a managed unified threat management (UTM) solution is an attractive option that can integrate a range of security capabilities, including an advanced firewall, antivirus/antispam tools, intrusion prevention and detection, content filtering, virtual private networking (VPN), vulnerability management and advanced security reporting capabilities.

### 4. Are network maintenance issues forcing your hotel to be reactive rather than proactive?

If your IT staff spends the majority of its time dealing with day-to-day operations and maintenance, it has little time left to focus on the kind of long-term network planning that is essential to drive innovation and competitive differentiation.

By offloading day-to day network duties to an experienced provider of managed network services, you're able to free up your in-house IT staff to work on more strategic initiatives. In return, you can also leverage the scale, expertise, infrastructure and 24/7/365 monitoring and customer service support systems that a managed services provider offers.

## Creating a hotel network to support innovation

By asking these four crucial questions before implementing your hotel's network and by taking advantage of the know-how an experienced provider of managed network services has to offer, your property can enjoy many benefits. You can save time and money, enhance your network's reliability and security, and work to increase staff productivity.

[Visit our website](#) to learn how your property can benefit from Spectrum Enterprise Network Services.

### About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at [enterprise.spectrum.com/hospitality](https://enterprise.spectrum.com/hospitality).