

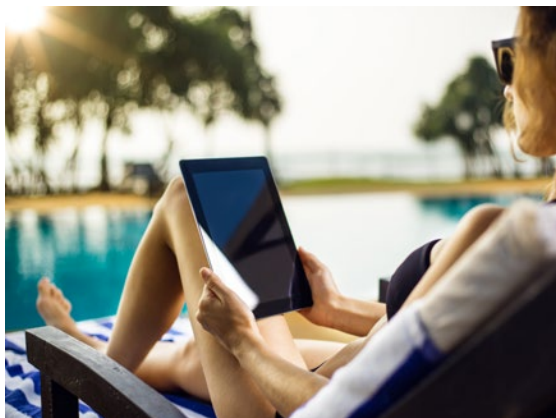
**The Time
Is Now for
Network
Modernization**





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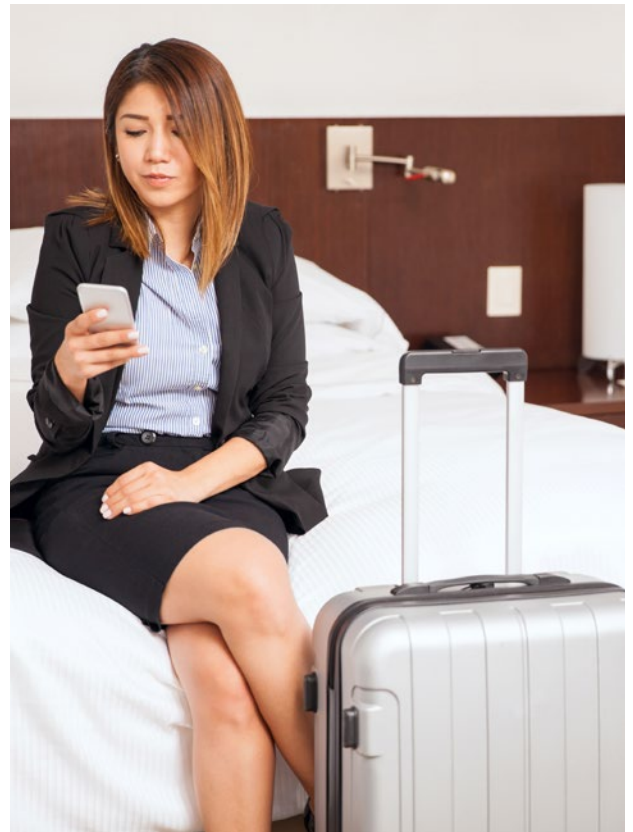
INTRODUCTION

Amid fierce competition in the hospitality industry, today's hoteliers are increasingly looking at technology transformation and modernization to drive customer loyalty and retain qualified staff like never before. Upgrading to a robust technology infrastructure puts hotels on the path to successfully meet and exceed guest and staff expectations, resulting in higher satisfaction levels, improved productivity and bolstered profitability.

Now is the time for hoteliers to modernize their network. Consider this trio of demands on a hotel's digital infrastructure:

- Leisure guests, business travelers and digital nomads staying at all types of properties demand improved technology for an elevated on-property experience.
- Staff rely on reliable, high-functioning advanced technology to fuel optimized hotel operations and deliver an unrivaled guest experience.
- In-room entertainment needs robust network capabilities for hotels to replicate the at-home experience of seamless content delivery (including live television and casting) in addition to providing increased services and conveniences through the in-room TV – all increasingly expected by guests.

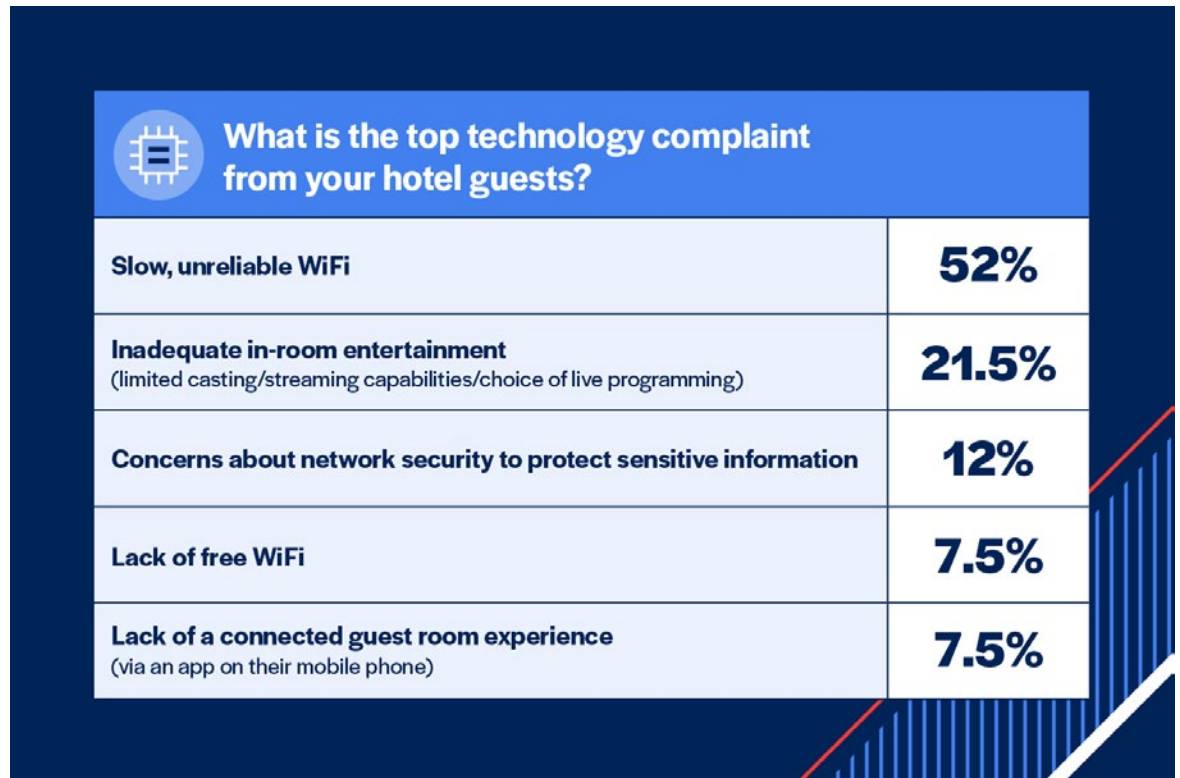
Network modernization is important to keep up with changing technology, offering benefits for guests, staff and a hotel's bottom line when implemented strategically with a trusted partner such as [Spectrum Enterprise](#)®.



MODERN DIGITAL INFRASTRUCTURE SUPPORTS HIGH-QUALITY WiFi

High-quality, consistent WiFi is a central part of network modernization, and the undeniable need for this essential component dominated the results of a recent Hotel Management survey[†] sponsored by Spectrum Enterprise. According to the survey titled, "Taking Your Technology Pulse," hoteliers said the top technology concern they hear from guests at their hotels is slow, unreliable WiFi (51.6%). By contrast, lack of complimentary WiFi was at the bottom of the list, suggesting that a fast, dependable, robust WiFi experience is more important than a free one.

In addition to WiFi being an important hotel amenity accessed by guests in their hotel rooms and throughout a



property, there are other important considerations for elevating current WiFi. Guests carry multiple devices with them, resulting in more connections to the network. A robust, high-capacity WiFi connection can help improve interactions with guests on-property, such as delivering push notifications about on-property events or concierge chats. Hotels with event and convention spaces can ramp up their WiFi foundation as that business continues to return. Additionally, many of today's hotels are transforming their public spaces to attract both guests and non-guests alike — think lobbies with coffee bars and lounges — leading to an increased demand for fast WiFi. Beyond enhancing the guest experience, reliable and convenient WiFi generates revenue with the addition of premium WiFi options as many guests are willing to pay a fee to upgrade to a faster WiFi connection.

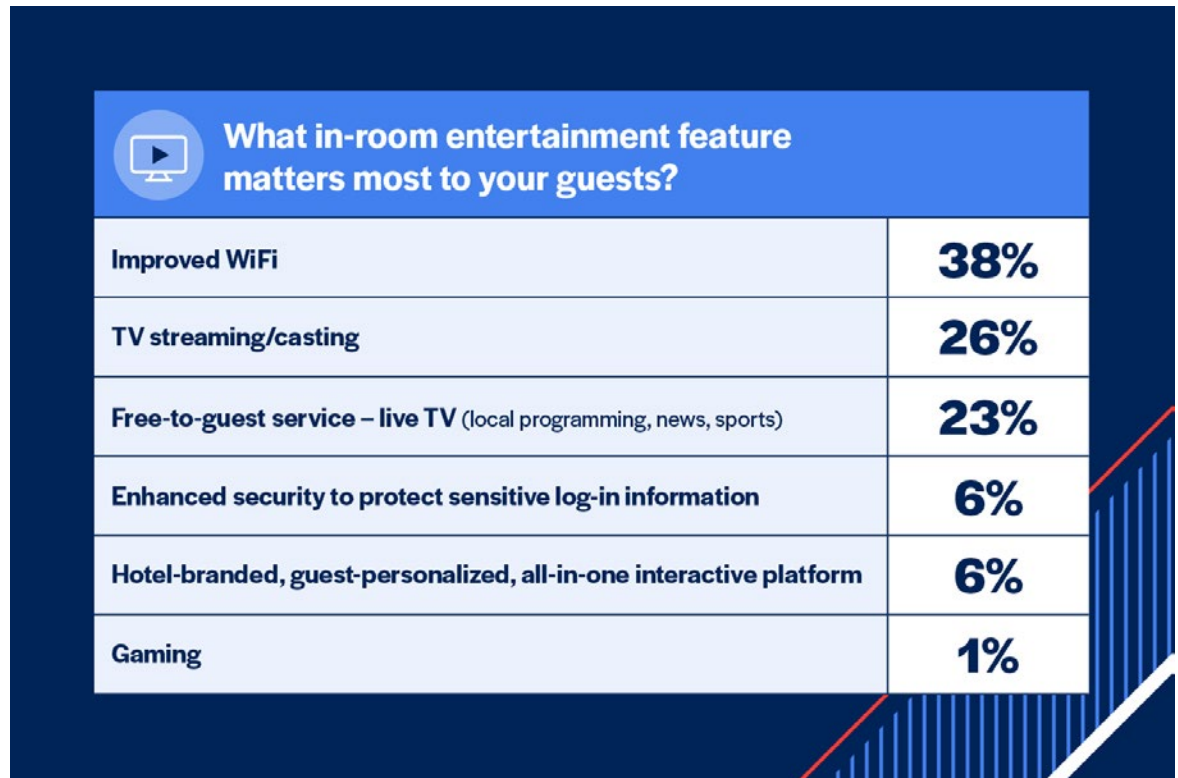
For the growing bleisure (a combination of business and leisure) and digital nomad lifestyles that show no signs of waning, WiFi speed and seamless connectivity are essential to enable these guests to effectively conduct business. To accomplish the business objectives of their stay, these

guests need to have fast, reliable connectivity to access content in the cloud. More than ever, guests expect WiFi to support video conferencing calls while simultaneously supporting multiple browser tasks and applications. Bleisure travelers also need ample outlets and chargers within reach and frictionless check-in and out capabilities. And now, increasingly, business guests and event planners look for hotel technology to meet or exceed the office in terms of connectivity and convenience.

RELIABLE WIFI POWERS IN-ROOM ENTERTAINMENT

To replicate the comforts of home in the hotel space for leisure and business travelers, fast and reliable WiFi is crucial for the uninterrupted, seamless delivery of in-room entertainment, such as casting and streaming, which can help contribute to a positive guest experience. Recognizing the increasing importance of in-room entertainment value, 28% of hoteliers indicated in the survey that one of their top technology goals for 2023 is elevating these offerings.

Faster WiFi speeds and a modern network can optimize



in-room viewing and bolster streaming or casting quality. Streaming access that allows guests to watch content on their personal mobile devices, tablets and laptops necessitates strong, reliable WiFi. Additionally, guests have a better overall content experience when using a hotel's robust WiFi on their personal devices to enjoy more customized entertainment options wherever they are on a property, from poolside to the hotel gym or elsewhere, providing valuable flexibility on where they are able to watch. Meeting hotel guests where they are today and will be tomorrow in terms of technology expectations give properties an important competitive advantage.

Savvy hoteliers have elevated their TV offerings by deploying a branded dynamic and revenue-generating in-room entertainment platform that can deliver all of the content and live TV programming guests want. Additionally, that platform provides hoteliers with modern tools to better engage, inform and upsell guests. In a modern hotel, the in-room TV platform should deliver an immersive entertainment experience that seamlessly integrates with the property management system (PMS) and allows guests

to control their unique experience through interactive digital services. Further, guests want quality programming and a variety of channel options, including sports and international content, as well as a range of on-demand programming.

HOTEL OPERATIONS ALSO REQUIRE HIGH-QUALITY WIFI

Hotel profitability depends on elevated levels of communication and productivity. Fast, reliable WiFi is one of the foundational technology elements that powers this forward.

According to the survey, hoteliers said that slow Internet/WiFi is a top technology concern from their staff (28%). Hotel staff need to perform tasks quickly and efficiently to enhance the guest experience. A high-quality WiFi connection ensures staff can easily access online resources, including booking platforms, guest profiles and digital communications tools, such as e-mail, messaging apps and voice calls.

Managed network services take the burden off staff,



allowing hoteliers to streamline operations and bolster efficiency, which may impact staff productivity and guest satisfaction. Implementing network modernization to enable WiFi upgrades or choosing a fully managed WiFi solution that delivers a consistent experience means hotels can adapt to the reality of ever-evolving traveler expectations.

Spectrum Enterprise provides [Managed Network Edge for Hospitality](#) designed to help hoteliers deliver guests the best experience possible – fast, seamless connectivity – along with providing features that benefit property operations, such as integration with existing PMS, the ability to set per-room access rates, create custom splash pages and manage conference connections. A fully managed network solution includes installation, service and support, ensuring high-quality connectivity with reduced burden on hotel staff. This allows staff more time to focus on providing high-touch, personalized guest experiences that differentiate the hotel, build loyalty and ultimately increase revenues.

According to Richard Twilley, Group Vice President,

Vertical Markets for Spectrum Enterprise, although upgrading technology infrastructure is not the flashiest improvement a hotel can make, it is a valuable investment. “Today’s hotels need a modernized network that is up to the challenge of supporting many different types of self-service and contactless experiences,” Twilley explained. “A modern network is helpful for delivering reliable video streaming entertainment options, ensuring physical and cyber security, and giving hotel staff more mobility and flexibility while performing their work.”

USING MANAGED SERVICES FOR EASE OF ADMINISTRATION

Integrating technology is a challenge according to 20% of survey respondents. With technology changing rapidly, complex network integrations may present challenges for in-house IT teams to manage.

Spectrum Enterprise managed services take the burden off day-to-day IT operations by offering support through managed or co-managed network services, Enterprise Network Edge or Managed Network Edge solutions. As



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a result, hoteliers have a single provider to simplify the management of technology solutions.

In addition, Spectrum Enterprise can help enhance layers of security for hotel owners and guests alike, by isolating network traffic between guests and hotel operations, protecting users and guests from unauthorized wireless access points joining the wireless network and by encrypting wireless traffic at each access point.

A dedicated fiber connection combined with a managed WiFi solution can enable hoteliers to deliver reliable connectivity to guests throughout their properties. Another imperative for modernization is the ability to scale essential communications services as needed, as well as provide features that enable collaboration — such as chat, voice, video call and desktop sharing — and can help improve efficiency and reduce costs.

Partnering with a technology provider that understands growing connectivity needs is a strategic approach to network modernization. There is a benefit to having one vendor to design a scalable solution with services that easily expand without costly infrastructure changes.

“Ensuring guest satisfaction is more important than ever, especially when staffing levels present a challenge,” Twilley commented. “Hotels need a strong technology foundation that enables them to find ways to do more with less and develop a fast, reliable, modernized network. Working with Spectrum Enterprise can help hoteliers find opportunities to build network efficiencies to better serve guests and enhance satisfaction.”

Network transformation and modernization is crucial to protecting coveted customer and staff loyalty, improving hotel operations and better positioning a property for increased profitability. [Discover more](#) about how hotels can improve WiFi services and other network needs and gain an important competitive advantage.

ABOUT SPECTRUM ENTERPRISE

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of 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](#). The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com

**The “Taking Your Technology Pulse” Hotel Management survey, sponsored by Spectrum Enterprise, surveyed 93 hotelier technology decisions-makers, including owners, operators, and C-suite executives. The survey was conducted from October-December 2022.*

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