



Solution brief

Industry solution: hospitality

Key benefits:

- Wireless service for property-wide data and voice communications
- Security for PCI compliance
- Multi-service network supporting guest high-speed Internet access and corporate applications

Wireless solutions for hospitality

HP ProCurve* delivers secure, wireless networks tailored to meet the unique customer service needs of the hospitality industry. A leader in hospitality solutions, HP ProCurve is deployed in millions of rooms across most major hotel brands worldwide. HP ProCurve helps to bolster guest services and enable staff by allowing hospitality organizations to mobilize point-of-sale

* The products referred to in this publication were developed and sold by Colubris Networks Inc, which was acquired by HP ProCurve in 2008. References to HP ProCurve herein refer only to Colubris Networks Inc. or those products acquired from Colubris Networks and not the HP ProCurve product line generally.

applications, self-service kiosks, voice communications, tiered high-speed Internet services, customer relationship management, and back-office applications to enhance the customer experience. Equally important, HP ProCurve provides defense-in-depth security that helps to keep wireless networks locked down so that critical credit card and personal information remains private, helping organizations to comply with the PCI standard.

The challenge: create a unique customer experience and promote brand loyalty

The hospitality market faces enormous competition. In an age where travelers can easily visit Web sites to compare offerings, the service organizations provide to customers must stand out above the competitors.

To foster customer retention and enhance competitive differentiation, innovative properties are using wireless technology to provide tailored, point-of-contact services to guests, facilitate staff communication and workflow mobilization, and enable self-service conveniences. By mobilizing key business applications, you can create a distinctive customer experience. Particular wireless needs in hospitality include:

Point-of-contact customer services. Employees must respond to, interact with, and provide services to customers—quickly and easily—from anywhere on the property, not just at the front desk. Wireless networks must supply immediate access to key hospitality applications and information, including point-of-sale (POS) systems and customer relationship management (CRM) data on handheld devices.

Strict security and PCI compliance. Self-service kiosks and POS applications process numerous credit card transactions daily. This data must be kept confidential. Wireless solutions need to ensure the highest levels of network security for Payment Card Industry (PCI) compliance.

Efficient communications and operations. A well-managed property requires fast and mobile communication and status updates on inventory, room availability, and maintenance requests. Wireless networks must support multiple applications with prioritization and cross-property roaming for real-time voice communications and workflow management applications.

The HP ProCurve solution

The award-winning HP ProCurve Intelligent Mobility Solution delivers secure, 802.11n-ready wireless networks designed specifically to optimize application performance, network scalability, and investment protection. HP ProCurve delivers integrated wireless access, central management, and solid security that can be easily tailored to meet the particular needs of organizations as they expand access for customers and key CRM, POS, voice, and back-office applications.

HP ProCurve meets the needs of hotel and resort properties by providing:

Information access and communication.

HP ProCurve facilitates transport of all hospitality applications, enabling quick information access and communication, so staff will have the tools they need to do their jobs efficiently and ensure customers have everything they need for a comfortable experience. The solution delivers traffic directly from source to destination and prioritizes time-sensitive applications, such as voice, at the network edge for reliable, high-quality end-to-end performance. Ultra-speedy handoffs enable roaming from the lobby to guest rooms, the back office, or outdoor activity areas, so employees are always connected and empowered to service customers on the spot.

HP ProCurve WLANs deliver hospitality applications



Self-service kiosks



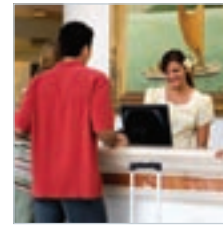
Secure point-of-sale applications



Voice communications property-wide



CRM for guest-specific information at your fingertips



Inventory and workflow management



High-speed Internet access for guests

Security for PCI compliance. The HP ProCurve defense-in-depth solution enforces security at the network edge, helping to safeguard the integrity of confidential information and allowing properties to comply with PCI standards. Robust encryption and authentication grant per-user network privileges and keep credit card and other personal data private as it travels over the network from a POS system or a kiosk. Wireless intrusion detection and prevention guards networks from unauthorized access through rogue access points and hacker attacks.

Multi-service networking for all users and applications.

HP ProCurve allows organizations to fully reap the benefits of mobility by opening the wireless

network to a diverse set of users, front- and back-office applications, and wireless devices. You can segment your network and provide certain privileges to employees, while providing tiered high-speed Internet access to customers. These identity-based services enable management staff to have point-of-contact access to CRM and POS applications, while maintenance staff has access to workflow management applications, and visitors gain access to only the Internet from hotel rooms and public locations. Per-application customization allows differing levels of quality of service (QoS) so that real-time applications, such as voice, receive top priority; POS and guest kiosks receive secondary priority; and Internet receives the lowest priority.

Guest service: High-speed Internet access

HP ProCurve allows hospitality organizations to easily and cost-effectively offer guests secure, high-speed wireless Internet access in hotel rooms, conference rooms, and other public locations. The solution provides the flexibility to deliver either fee-based wireless access to generate incremental revenue or free wireless access as a valuable amenity.

HP ProCurve facilitates tiered, user-group-specific services that enable properties to:

- Permit Gold-level service for sky boxes and elite club areas
- Offer promotions for hotels or cafes
- Make network access available for the media at sporting venues
- Enable preferred-sponsor access for conventions and trade shows
- Allow free or fee-based packages with guest or meeting rooms



Industry solution: hospitality

Features	Benefits to hospitality organizations
Reliable, multi-service wireless access <ul style="list-style-type: none">• Support for all types of hospitality applications and devices• 802.11n solution for high-capacity networking needs• Identity- and role-based user accounts• Source-to-destination traffic forwarding facilitates application delivery• Flexible deployment options: indoors, outdoors, local mesh	Improves productivity by providing employee access to wireless CRM and POS applications and offloading guest registration to self-service kiosks. By mobilizing hotel applications, employees are able to monitor guest needs more closely and deliver more timely, personalized service—ultimately leading to guest loyalty and increased revenue over time.
Security at network edge for PCI compliance <ul style="list-style-type: none">• Defense-in-depth security including 802.1X authentication, WPA2 encryption, and wireless intrusion detection and prevention• Always-on, nonstop scanning for wireless threats, including rogue access points and hacker attacks• Highly accurate threat classification helps eliminate false positives• Access control segregates high-speed Internet traffic from backbone network• Location-aware login restricts guest access to public areas only	Allows only authorized users onto the network and keeps data private as it travels through the airwaves, thereby providing privacy of customer credit cards and corporate proprietary information. Enables PCI reporting by continuously monitoring the network for wireless intrusions, such as rogue access points and hacker attacks.
802.11n and investment protection <ul style="list-style-type: none">• Scalable, 802.11n-ready MultiService Controllers (MSCs) manage up to 200 dual-radio 802.11n MultiService Access Points (MAPs) with full encryption• MAP-625 802.11n access point easily operates within the Power over Ethernet (PoE) 802.3af power budget• Efficient use of the wired network with direct source-to-destination traffic forwarding	Allows hospitality organizations to invest in an HP ProCurve solution today (with 802.11a/b/g clients) and feel secure that their solution will easily scale to support 802.11n speeds and capacity when they are ready to make the migration to the new standard—without requiring a forklift upgrade.
Real-time voice support <ul style="list-style-type: none">• Identity-based, fast-handoff roaming• QoS enforced at network edge for end-to-end prioritization• Upstream/Downstream QoS• Wireless multimedia (WMM) and WMM Power Save• Protocol-based QoS for legacy phones• Voice not impacted by intrusion scanning	Boosts employee productivity and help-staff responsiveness with wireless voice, PDA, and handheld devices for kitchen staff, housekeeping, maintenance, and courtesy employees.
Guest and conference Internet access <ul style="list-style-type: none">• Ability to offer tiered services to fit the needs of individual guests• Authorized non-IT staff can create guest user accounts• Captive portal Web page login for branding and security• Zero-Configuration service automatically adapts to any client device• Flexibility to deploy as part of service provider or internal corporate network• Partnerships with many leading hospitality HSIA service providers	Value-added wireless-based services and high-speed Internet access, enabling customers and conference attendees to conduct business operations via a broad range of wireless devices from anywhere within the property.
Central management <ul style="list-style-type: none">• Configuration and updates of all MultiService Access Points from the MultiService Controller• Leverages wired network resources, including QoS, VLANs, Microsoft® Active Directory, and RADIUS support	Reduces the time and complexity of managing a wireless network so you don't have to manually manage access-point-to-access-point provisioning and software distribution.

For more information

To learn more about HP ProCurve Networking, please visit ProCurve.com

© Copyright 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. Microsoft is a U.S. registered trademark of Microsoft Corporation.