# Eleven Enhances Central Authentication Wi-Fi Platform to Further Engage and Reward Guests

Flexible authentication includes integrations with brand loyalty CRM systems, property management systems, and social databases to help hotel brands deliver seamless connectivity and engaging, branded Wi-Fi experiences.

6/21/16, Portland, Ore. – At HITEC 2016, Eleven, the industry's pioneer in cloud-based guest Wi-Fi management software, announced new features and integrations for its ElevenOS central authentication platform. With central authentication becoming a key component of every hotel brand's Wi-Fi strategy, ElevenOS is the trusted hospitality guest Wi-Fi management platform delivering flexible authentication options and pre-built integrations with leading network hardware and hospitality guest information systems for over 14 years.

Identify and Reward Loyal Guests

ElevenOS sets the standard for central guest Wi-Fi authentication across devices and properties within a hotel brand. Flexible and secure sign-on options include name/room number, group or conference codes, and now social credentials like Facebook and LinkedIn to make it easy for guests to get connected. Hotel brands can now link Wi-Fi analytics with social profiles and valuable property management system (PMS) data to recognize loyalty members and understand their preferences to reward them with free or premium Wi-Fi and engaging content.
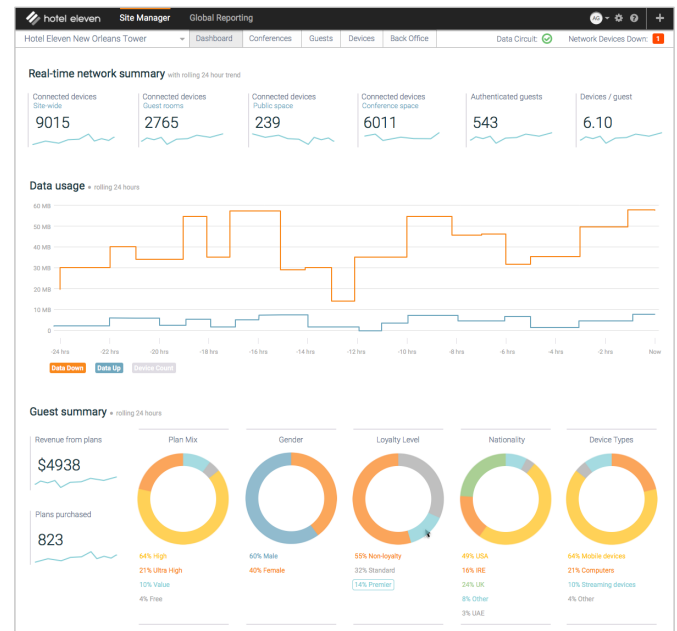
Deliver Seamless Wi-Fi Connectivity with HotSpot 2.0

The most significant trend in hotel guest Wi-Fi is the shift to delivering secure, automatic connectivity without captive portal pages. Major hotel brands want to reward loyalty members with a consistent and seamless Wi-Fi experience across all their properties in the world. This shift presents substantial challenges as hotel brands grapple to create consistency across disparate systems, providers, and locations. The ElevenOS platform integrates with leading network hardware and leverages the Wi-Fi Alliance Passpoint™ HotSpot 2.0 specification to deliver once-in-a-lifetime authentication and fully-encrypted connectivity for a great guest Wi-Fi experience.

"Today's connected guest wants an effortless, automatic connection to Wi-Fi every time they interact with a hotel brand anywhere in the world," commented Andrew Yorra, chief strategy officer at Eleven. *"Eleven has been providing guest Wi-Fi management software built for the hospitality industry for nearly 15 years. We understand how critical central authentication is to the brand's Wi-Fi strategy. With guests spending less time interacting with hotel staff and more time connecting with the brand via their mobile devices, effortless and secure connectivity is quickly emerging as an invaluable member benefit of brand loyalty programs to drive guest satisfaction and future bookings."*

Monetize Wi-Fi—Even When It's Free

Multi-lingual, engaging brand portals can be easily created in the ElevenOS content management system. The user-friendly interface enables brands to define templates for each of their flags, while providing designated areas for property personnel to connect with guests to promote onsite amenities and local services – creating revenue opportunities while adding value to the overall guest experience. While basic Wi-Fi is becoming a must-have free amenity, ElevenOS makes it easy for brands to offer tiered Internet plans to upsell to faster speeds or add more devices. Secure payment can be made via bill to room or credit card with ElevenOS' integration with over 100 credit card gateways worldwide.

Transform How Groups and Families Collaborate

ElevenOS Conference Manager enables event planners to manage the conference or group Wi-Fi experience through a simple web interface to create custom network names, private networks and guaranteed bandwidth for large and small meeting groups. ElevenOS personal network (PAN) capabilities makes it easy for groups or families to securely connect their devices to each other while remaining private from other guests. Through secure 802.1x authentication, hotels can easily allow servers, printers and other devices onto the network to enable video conferencing, printer sharing and connection to other IP enabled devices.

"Wi-Fi isn't just about connecting devices anymore. It's about connecting people to your brand. Global central authentication creates a simple way to identify loyalty members and connect them effortlessly to the network to engage them with free or premium Wi-Fi plus other onsite and local services," said Don Semmler, former EVP of Global Brands at Marriott and currently owner, developer and operator of Marriott affiliated Boutique Hotels. *"I am pleased to see Eleven take the lead in helping major brands evolve their Wi-Fi strategies to include effortless connectivity to create rewarding guest Wi-Fi experiences at every interaction with the brand."*

Leverage Existing Infrastructure to Support Front and Back of House Operations

As a pure cloud platform, ElevenOS integrates seamlessly with properties' existing network hardware to deliver robust guest W-Fi without replacing onsite hardware. The ElevenOS platform has pre-built integrations with leading network hardware from Nomadix, Cisco (Meraki and Aironet), Ruckus, HP and RGNets, and more. ElevenOS also integrates with property management systems such as Oracle OPERA, Oracle FIDELITY Cruise, Galaxy, and others. Through these integrations and partnerships with leading network integrators, Eleven makes it easy for hotel brands to deliver consistent, reliable and compelling guest Wi-Fi across all of their properties.

ABOUT ELEVEN

Eleven pioneered the development of cloud-based guest Wi-Fi management software for the hospitality industry in 2002. The ElevenOS central authentication platform enables hotel brands to centrally manage guest Wi-Fi across multiple devices, properties and service providers with real-time analytics. With ElevenOS, hoteliers can effectively leverage their Wi-Fi network to identify and engage guests to improve brand loyalty. An open platform, ElevenOS easily plugs into leading network hardware and service providers and requires zero proprietary infrastructure. Scalable and flexible, Eleven is approved by major hotel brands and independent boutiques. Thousands of hotels, ships, and other guest serving properties trust Eleven to keep more than 9 million guests connected every month. For more information, visit elevenwifi.com.

MEDIA CONTACTS

- Bridget Werba - The Fusion Partners | bwerba@thefusionpartners.com or 602-803-5777
- Lisa Hattery - Marcom Director, Eleven | lhattery@elevenwifi.com or 503-222-4321