



5 STARS FOR HOSPITALITY INTERNET PERFORMANCE

How to keep up with guest demand and deliver reliable Internet performance under the pressures of real-time communications.



WHY HIGH SPEED INTERNET ACCESS MATTERS TO HOSPITALITY

Guests put a lot of pressure on hotel WiFi. From live video calls in the lobby to streaming presentations in the conference room, and everything in between – the real-time demands of a hotel network are continuously being strained. Hundreds of properties have come to rely on Martello’s Solutions to keep up with guest demand and deliver reliable High Speed Internet Access (HSIA).



IMPROVE GUEST EXPERIENCE WITH SUPERIOR NETWORK PERFORMANCE

5 Stars for Internet Performance



We've all been there: you're planning a business trip or vacation and you start researching online to book a hotel for your stay. Most people turn to online bookings to choose their travel accommodations. Reviews and comments help travelers pick the best hotel to meet their needs. These needs can vary from traveler to traveler, but typically people aren't interested in the thread count of the sheets on the bed or what type of complimentary toiletries are available. After the location and onsite amenities, Internet performance is one of the top considerations that guests have when booking a hotel.

Hoteliers know that spotty high-speed Internet access (HSIA) affects their bottom line. Poor performance can dramatically impact the overall guest experience and is a significant influencer when it comes to guests making decisions regarding which hotels they want to stay at. This is especially true for business travelers, who need to remain connected at all times.

How can you stay ahead of guest expectations and deliver reliable HSIA? To keep up with demand and deliver reliable service under the pressures of real-time communications, hundreds of properties rely on Martello's solutions.

SOLUTIONS FOR HOSPITALITY

Real-time communications are the core of networking challenges that hospitality providers face today. The Internet has revolutionized how the mobile workforce accesses information while away from the office, leveraging bandwidth-intensive services like unified communications (UC), video calls and streaming.

Since hospitality providers began offering HSIA in guest rooms and across their properties, mobile workers have grown consistently more accustomed to this service. Guests are placing video calls, checking their emails, using streaming services and booking entertainment all from the comfort of their hotel room. From a convenient service, HSIA rapidly grew into a vital requirement, and guests have quickly set new levels of expectations for their stays. Today, Internet access is considered as critical as plumbing and electricity in guest requirements, if not more.

FIVE STAR HSIA CHECKLIST

★ **AGGREGATION OF MULTIPLE LINKS INTO A SINGLE VIRTUAL NETWORK**

Offer dynamic routing and seamless path selection between multiple links from different ISPs and technologies.

★ **CENTRALIZED MANAGEMENT AND VISIBILITY**

A single platform to manage policies and access reporting and intelligence, and the capacity to provision new sites (or endpoints) through a central console (Zero-Touch Provisioning).

★ **BANDWIDTH OPTIMIZATION**

Compatibility with traditional features such as QoS and DPI.

★ **INTEROPERABILITY WITH OTHER NETWORK SERVICES**

Devices must be capable of interacting with third-party devices and products, and allow automation via (REST) APIs.

★ **INCREASED SECURITY THROUGH ENCRYPTION OPTIONS**

Capability to create tunnels to offer a secure path through unreliable links.

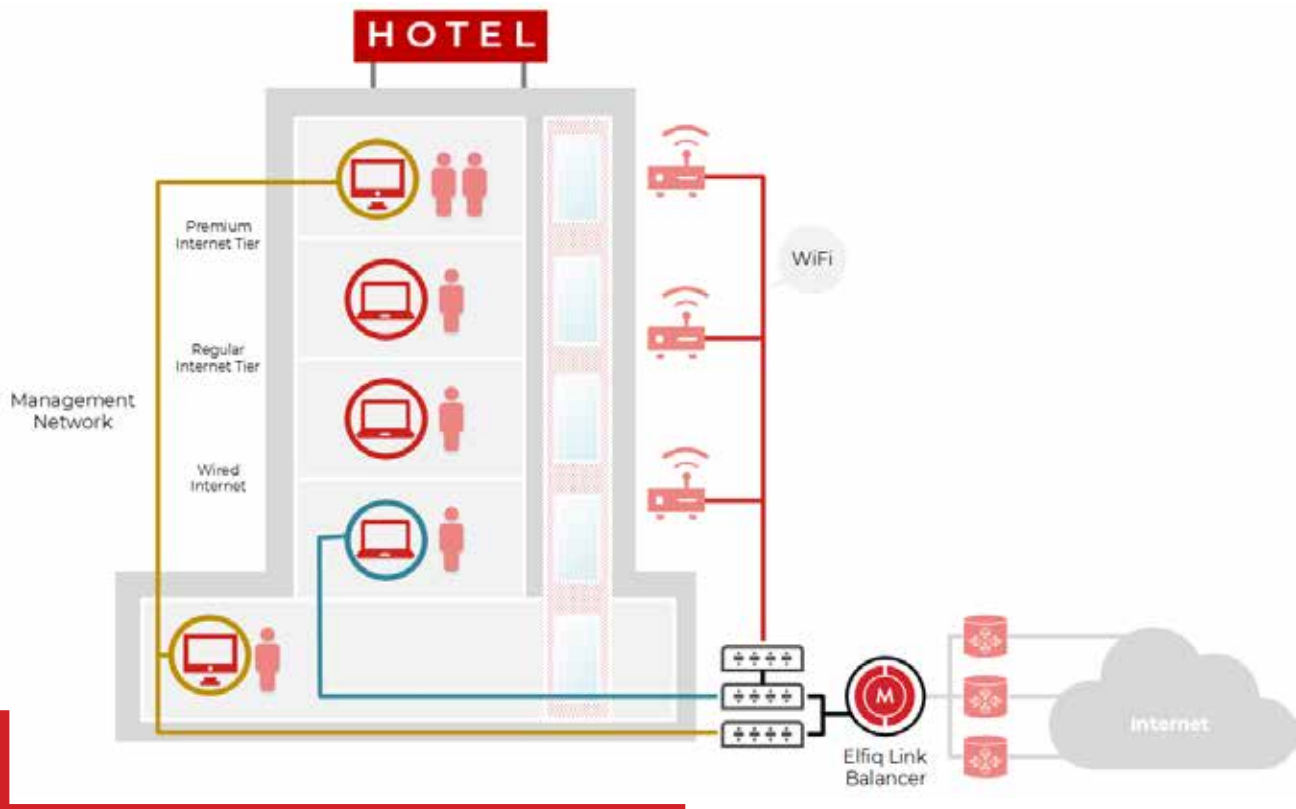
Network Performance and Management

HSIA optimization and SD-WAN

A high-speed Internet access failure can cost hotels dramatically with the loss of guest loyalty and revenues. Business travelers have a critical need to connect to corporate applications such as email, VPN, shared documents and internal Web applications. With Internet-based applications like VoIP, Skype™, Spotify™, BitTorrent™, Netflix™ and YouTube™, user demand for bandwidth is increasing and existing links can quickly become saturated.

Martello’s Link Balancers provide affordable, efficient multiple Internet link management to hospitality providers. By using links from multiple sources on multiple technologies, Internet access uptime can reach 99.999%, ensuring connectivity to demanding business customers and enhancing guest loyalty.

This approach can also help reduce overall costs by removing expensive links such as T1s and replacing or combining them with low-cost DSL or cable modems. Properties can deliver on the promise of constant and reliable Internet access, all while reducing monthly operating



costs.

CASE STUDY MANDARIN ORIENTAL HOTEL GROUP

Mandarin Oriental Hotel Group is a British international hotel management company offering luxury hotels, resorts and residences in Asia, Europe and the Americas. With many locations across some of the world's most prestigious destinations, Mandarin Oriental strives to provide 21st century luxury with oriental charm through distinctive design and a strong sense of place.



Challenge

The Mandarin Oriental Hotel Group has a rich history that goes back to the late 1800's with the opening of the Oriental Hotel in Bangkok. They have continued to evolve with the needs of their guests over the years, and delivering HSIA was part of that. However, with the increasing bandwidth requirements of applications such as Skype™, Netflix™ and YouTube™, the strain on Mandarin Oriental Hotels' networks increased every year.



We have deployed Martello's solutions in most of our properties around the world, allowing us to offer uninterrupted HSIA to our guests. I would recommend these solutions to any hotel property.

Javier Garcia

Solution

The Mandarin Oriental team decided to try Martello's Link Balancing solutions. The recommendation had come from peers in other companies who were already Martello clients. Not only did the product solve the bandwidth challenges, but it could also be deployed in such a way that could protect hotels against both planned and unplanned outages. Available in "failover kit" pairs, these devices can add a second layer of security and resilience. Should one device become unresponsive, a second one will seamlessly continue traffic management and operations while alerting the IT department.

We have deployed Martello's Elfiq appliances in most Mandarin Oriental locations. The Hotel Group can count on a solid international network of value-added resellers to assist local properties in purchasing and deploying new devices when the need arises, and on Martello's professional services team to perform remote configuration. Adding more circuits can be done seamlessly and effortlessly, on demand, without the worry of unused bandwidth, and can be put to use from the very moment it is hooked to the Link Balancer.

Unified Communications (UC) Performance Management:

Reliable Communications Around The Clock

Managing the performance of UC systems on networks can be challenging in the 24/7 world of hospitality. Dropped voice calls, delay or echo can disrupt both employee and guest communication, negatively impacting the guest experience. Martello's software monitors and manages the performance of UC systems, reporting on key metrics such as voice quality, delay, jitter and packet loss.

Martello solutions include UC Network Health Testing and UC Score – a network site qualification tool. Vantage ensures that hospitality providers can prevent, detect and address network problems impacting UC performance, and have them resolved before they can impact the guest experience.



“Martello is always improving and augmenting its offering, solving more of our network performance challenges from a single pane of glass.”

Firmdale Hotels

CASE STUDY FIRMDALE HOTELS

Firmdale Hotels are a group of eight boutique hotels in London and New York, known for their high standards of excellence and unique townhouse style decor.



Challenge

Firmdale chose a Mitel unified communications (UC) solution for its hotels. The solution's simplicity and flexibility have contributed to improved reachability of staff and greater efficiency. To complement this streamlined communications infrastructure, Firmdale needed a management and monitoring tool that would assist the IT department in maintaining round-the-clock reliability. Uptime is critically important in the hotel industry, and with devices and applications spread across multiple locations, Firmdale wanted greater control over this infrastructure.

Solution

Working with Mitel authorized partner, 4Sight Communications, Firmdale deployed Mitel Performance Analytics (MPA) fault and performance management software, which is designed to monitor and manage Mitel UC solutions. Today, the company can manage devices in all of its locations from a single pane of glass. It is an important convenience for Firmdale's IT department, as they previously had to access each Mitel device separately using different logins.

Customer Needs

- Uptime and service quality for guest service
- Single login for all Mitel equipment
- Secure remote access to troubleshoot problems
- Access to device and network data for forecasting



Hospitality is a 24/7 business, and Martello's software-as-a-service has been keeping Firmdale ahead of UC network performance problems for more than four years, improving our guest experience. Martello is always improving and augmenting its offering, solving more of our network performance challenges from a single pane of glass.

Mark Rupert Read

IT OPERATIONS AND ANALYTICS: INSIGHTFUL, EFFICIENT AND CONSOLIDATED VIEW OF YOUR IT

Any impact to IT that affects today's 24/7/365 guest experience is one that needs to be resolved quickly and efficiently. By normalizing data from all of your different monitoring, cloud and service management tools, you can take on this task with reduced downtime. Using a solution that offers consolidated data, it can be easily visualized, analyzed, routed and processed through a single pane of glass. By providing a command center for your IT environment, you will experience reduced and limited overall impact to the guest experience.

There's no room for error in today's fast-paced, experience-driven hospitality sector. Martello's end-to-end dashboard service experience is second to none from the traditional measure of application availability.



"I was afraid that adopting multiple ADSL lines would reduce the speed, but it didn't — it's stable as if I had a leased line."

Conrad Hotels



CASE STUDY CONRAD DUBAI

The Conrad Dubai is a 51-storey luxury hotel, located in Dubai's commercial center. As part of one of Hilton's luxury brands, and with 555 rooms onsite, Conrad Dubai feels the pressure to deliver 24/7 HSIA to its guests. Opening in 2013, round-the-clock High Speed Internet Access (HSIA) has become essential to guests who travel for business and leisure. Corporate clients use the property to rent conference rooms and reception halls, so Conrad Dubai feels the requirement of HSIA daily.



Challenge

Conrad Dubai has always delivered on the promise of quality HSIA to its guests. However, leased lines (i.e. private circuits, private lines) are particularly expensive in Dubai, and the property was planning to replace its costly line with multiple lower bandwidth ADSL links. The move would provide considerable savings on a monthly basis. Yet, despite the savings, they were afraid that it would be at the expense of performance, which was an unacceptable risk. They continued to look for an alternative.



I was paying huge amounts for Internet with one Leased Line, and wished to substitute it with multiple ADSL Lines.

Mahmoud Karaki

Solution

The solution came to the Conrad Dubai through word-of-mouth. A gentleman who used to work at a supplier providing the property with HSIA support suggested that the hotel looked into Martello's Elfiq Networks link balancing technology. What they found answered the two challenges they were facing: (1) it was an affordable solution which would help them save on the cost of their bandwidth from day one, and (2) it would manage the ADSL lines to avoid any performance loss.

Adding more circuits can be done seamlessly and easily, on demand, without having to worry about unused bandwidth, and can be put to use from the very moment it is hooked up to the Link Balancer.



Affordable, efficient multiple Internet link management to hospitality providers.

- Lower the cost of bandwidth with link balancing
- Achieve greater guest scores with traffic prioritization
- Slow down or shut down unwanted traffic for greater performance

Benefits & Features for Hotels

Deployed at Layer-2 for easier installations and agnostic to any firewall, Martello's solution is configured remotely, making it the perfect product for properties with limited IT skills and fast staff turnover

- **Deliver uninterrupted HSIA** to guests with Link Failover
- **Save on your monthly bandwidth costs** with Traffic Segmentation
- **Block unwanted application traffic** with Elfiq App Optimizer (Optional)
- **Keep your HSIA and corporate traffic separated** on different VFs
- **Stay up to date and running** even during outages with 4G/LTE support
- **Increase guest scores** with impeccable connectivity by leveraging Elfiq QoS
- **Offer tiered Internet services** with Elfiq PrioMap
- **Allocate bandwidth** where and when you need it with Time of Day Conditions



10 FOR PROVIDING STELLAR INTERNET STEPS QUALITY

1 LAN Failsafe

Keep your HSIA running even during power outages.

2 3G/4G/LTE Mobile Carrier Support

A lifeline to the outside when the cables are cut.

3 Time of Day Conditions

Allocate bandwidth where it's needed, when it's needed.

4 Quality of Service

Ensure the right type of traffic receives the bandwidth it needs.

5 Layer-7 Traffic Shaping

Block or limit undesirable application traffic, prioritize business applications.

6 Tiered WiFi

Guarantee higher performance for VIP guests.

7 Traffic Segmentation

Send key application traffic on dedicated links to ensure delivery.

8 High Availability

Link balancing products can be deployed in high availability and failover mode to ensure maximum uptime to increase business continuity.

9 Keep Private Data Secure

Separate your guest HSIA traffic from your corporate traffic to avoid unpleasant surprises.

10 Intelligent Condition Verification

Set rules and thresholds to optimize your bandwidth usage.

Hospitality Technology Next Generation (HTNG)



Martello is a longtime member of Hospitality Technology Next Generation (HTNG). HTNG's mission is "to foster, through collaboration and partnership, the development of next-generation systems and solutions that will enable hoteliers and their technology vendors to do business globally in the 21st century."

We take pride in always being at the forefront of innovation. Hospitality operators across the world can take advantage of numerous features to significantly increase the reliability of their corporate and guest networks. With this in mind, becoming a member of HTNG was an easy decision to make.



Martello Technologies Group Inc. (TSXV: MTLO) brings clarity to complex digital environments and control of evolving technologies. Their solutions monitor, manage and optimize the performance of real-time services on cloud and enterprise networks, while giving IT teams and service providers control and visibility of their entire network infrastructure. Martello's products include SD-WAN technology, performance management software, and IT analytics software.

Martello Technologies Group is a public company headquartered in Ottawa, Canada with offices in Montreal, Amsterdam, Paris, Dallas, and New York.



POWERFULLY SIMPLE SD-WAN

SOLUTIONS THAT FIT YOUR NETWORK



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