

Meru Hospitality Wi-Fi Solutions

SOLUTION BRIEF | HOSPITALITY



Uninterrupted Service for Guests & Staff



Yesterday's hospitality wireless networks don't cut it.

Hospitality Wi-Fi used to be pretty simple: provide basic coverage for guests sitting still using a laptop to do email and surf the web, and everyone was happy. The density of devices on a hotel network was well within the design specs.

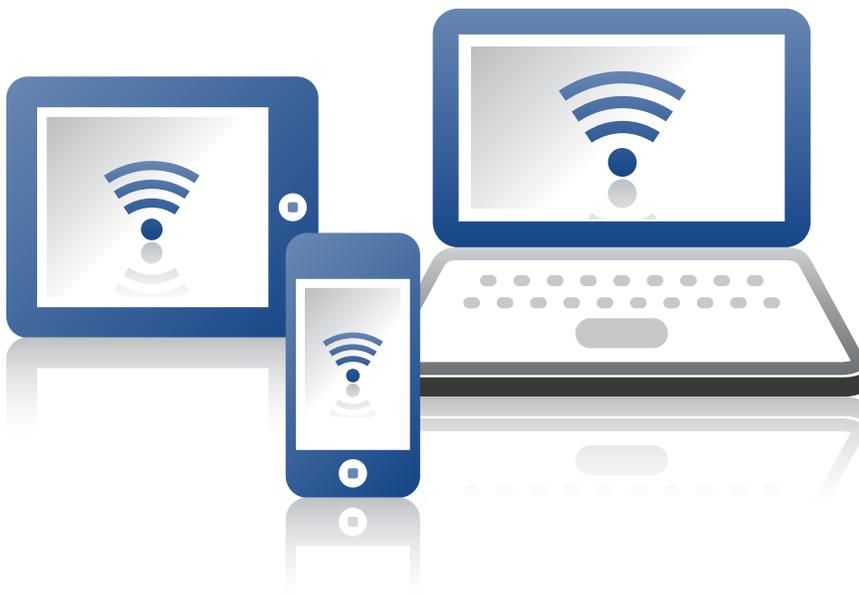
However, once the mobile device onslaught began, everything changed. Now, guests travel with multiple wireless-enabled devices, and they're all seeking connections to a hotel's network. What's more, travelers are using their devices for increasingly bandwidth-hungry activities: they're streaming web videos, downloading music, doing video chats, and more.

The problem is clear: yesterday's wireless technologies can't keep up with the crush of mobile devices hitting hospitality wireless networks.



The Meru difference. Designed for mobility from the start.

When Meru designed its core architecture, the focus was on optimizing for wireless voice and mobility. Thus, Meru's patented virtualized WLAN, built around a single-channel architecture, is the best wireless technology to handle the tsunami of mobile devices and increased levels of demand on hospitality wireless networks.

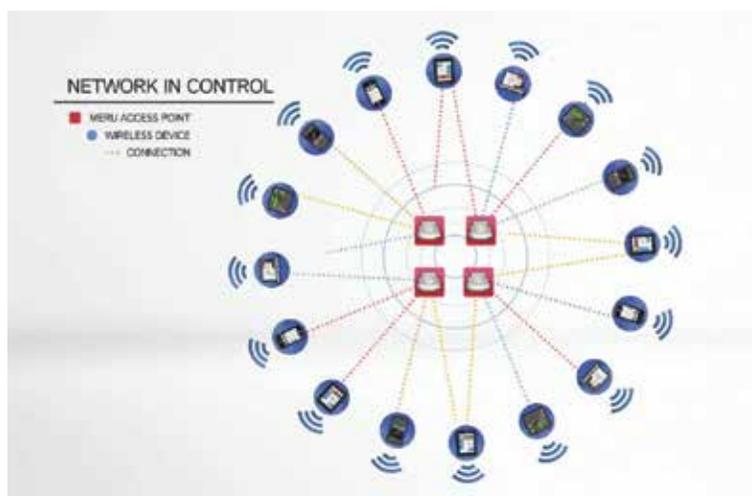


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It's your network. You control it, not the other way around.

Meru Wi-Fi puts you in control, by letting the network decide where a device connects, and how. And when it's time for a device to roam around a property, the Meru network makes the roaming decision (not the device) based on what's best for the device and the network resources, keeping all guests and staff happy and connected at optimum efficiency. Most Wi-Fi network designs have a basic flaw that lets devices run amok on your networks. By letting devices choose how and where to connect, traditional micro-cell, multi-channel WLANs can't effectively manage the dynamic nature of radio frequency.

There are many benefits to Meru's technology for hospitality, in both front-of-house and back-of-house applications. In the front-of-house, it all starts at the front door with Meru's available Identity Manager software suite, which automates the onboarding and authentication processes. Guests get online in the fastest time possible and, when tied to your PMS and CRM, are authenticated and start using their special program services faster!



Air Traffic Control® – Always connect to the best AP



Virtual Cell – Provides 'zero-handoff' seamless roaming.

Guests leave, and they don't come back, when the Wi-Fi is terrible.

Wi-Fi coverage and consistency of connection are always prime concerns, as the overwhelming majority of hotel guests have told the industry. Survey after survey returns the same result: most guests simply will not stay at a hotel that has sub-par Wi-Fi service. Meru's patented single-channel architecture means that wireless coverage is consistent and robust across the entire property, with no dead zones. When guests move around the property, roaming is seamless with no dropped connections, making it perfect for streaming video and other bandwidth-intensive activities.





Meetings are better with a robust, scalable Wi-Fi network.

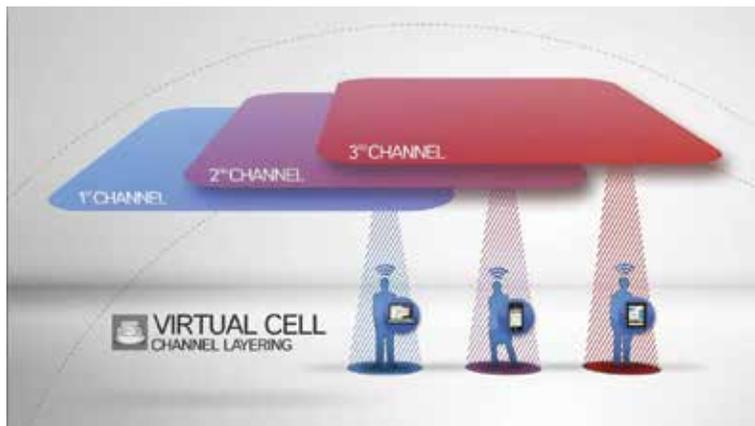
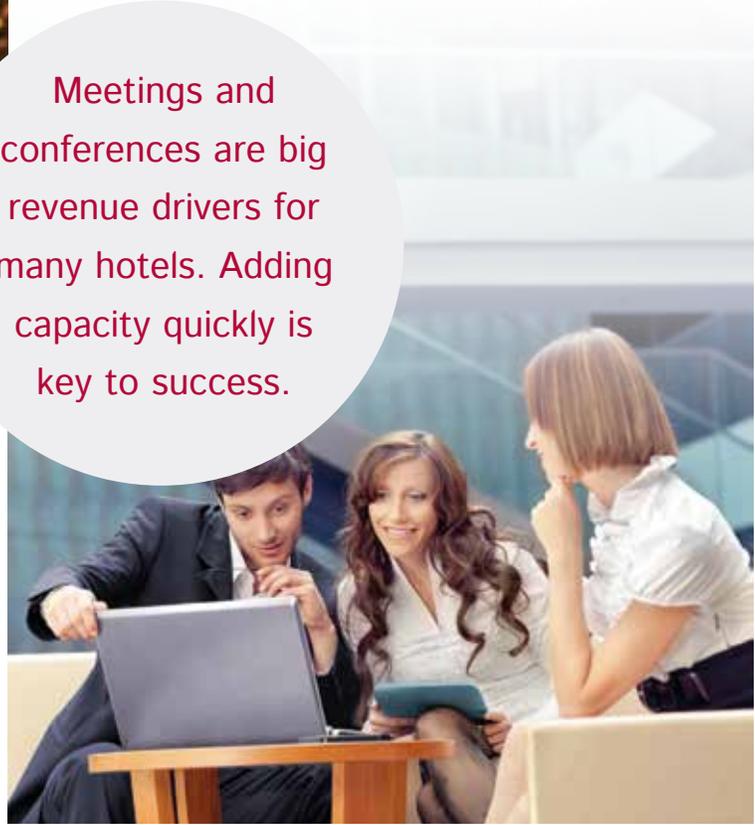
Meetings and conferences are big revenue drivers for many hotels. When the wireless service doesn't measure up, meeting planners will go elsewhere the next time. When it comes to providing excellent service in dense meeting room and conference spaces, adding capacity quickly is key to business success. Here, Meru's unique Channel Layering capabilities enable providing almost three times the capacity in the same physical space as conventional multi-channel WLAN designs.

Provide maximum support for critical back-of-house operations.

In the back-of-house, Meru solutions really shine with their ability to provide maximum uptime and connectivity for hospitality business-critical systems and devices such as PMS, security, fire, telecommunications, door locks, mini-bars and other systems.

Meru's MobileFLEX architecture with Context-Aware Layers allows properties to segregate traffic – much like a wired network – into separate physical layers, each with its own channel. For example, a hotel can choose to dedicate all wireless voice traffic to one channel, all video traffic to another channel, and all back-of-house data traffic and applications to another channel. This ensures that each application or service gets the dedicated bandwidth it needs to perform optimally. Plus, unlike traditional Wi-Fi networks, Meru makes every channel available throughout the entire property.

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Channel Layering – Stack access points for capacity, or traffic isolation.

System Director OS and the Meru Software Suite.

All the advances in Meru's virtualization technology come to life in solutions that redefine what a hospitality wireless environment can deliver. At the center of it all is the Meru System Director OS, running on all Meru controllers and access points to implement every Meru technological breakthrough.

When it comes to a detailed view and control of the wireless network, Meru's E(z)RF network management suite gives you control and single-console visibility over your Meru WLAN. This highly integrated, powerful management suite helps you proactively identify and prevent potential issues before they cause problems for your guests. It provides a unified view of applications, devices, and users, streamlining management with superior ease of use. By focusing on predicting problems before they occur, your network performs at its best, providing the high level of guest satisfaction you strive for every day.

Meru's E(z)RF Network Management Suite

The industry's only proactive diagnostics, operations and management system.

E(z)RF® Network Manager is a comprehensive wireless management and troubleshooting system. It provides network visualization, configuration, and wireless performance dashboards, streamlining operations and fault-management capabilities through a single interface.

Service Assurance Manager (SAM) delivers end-to-end service assurance for the network and its applications. By creating virtual clients on existing access points, SAM tests and verifies network performance without the use of physical clients. You can quickly identify potential issues, predict problems before they occur, and take action before guests experience any performance impact.

Spectrum Manager detects and classifies sources of wireless interference to deliver optimal spectrum usage and high service levels. It lets you use the information captured from the RF environment to qualify all Wi-Fi channels and quickly remediate interference issues.

Meru offers the most flexible deployment options for our technologies. The E(z)RF network management applications can be deployed on a VMware-based virtual appliance, or on a Meru services appliance.

Whether it's front-of-the-house, serving guests wherever they roam, or back-of-the-house, where mission critical communications and services can't fail, Meru Wi-Fi solutions are there for you. With the flexibility to support any device, in any environment, for just about any use. Our solutions were engineered from the ground up to support the unique needs of mobile devices and dense, capacity-hungry environments.



E(z)RF Network Manager is an intelligent and comprehensive management system for Meru's 802.11 networks.



Spectrum Manager puts you in control of the wireless spectrum with tools for proactive spectrum analysis and management.





Notes



Meru delivers an all-wireless network that fully supports the enterprise, delivering a consistent, interactive experience for all users. No matter what applications they are running. No matter how many other users are on the network.

For more information, visit www.merunetworks.com or email your questions to: meruinfo@merunetworks.com

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