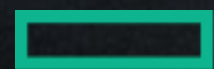


# Building the new experience... the future of hospitality today

Constantinos Livanos  
HPE Aruba TM Greece & Cyprus



**Hewlett Packard**  
Enterprise



# Top Challenges and Considerations for hospitality



## Expectations

**94%**

Consider WiFi important when booking



## Capacity

**85%**

Travel with two or more devices



## Engagement

**6 in 10**

Are "more likely" to choose a hotel with smartphone check-in and keyless access



## Reputation

**8 in 10**

Take the time to report a bad Wi-Fi experience

**36%**

Won't rebook if they had a bad Wi-Fi Experience



# Enterprise of the Future

Edge-Centric

Cloud-Enabled

Data-Driven



# Edge-to-Cloud

Everyone and everything  
connected and secure

Intelligence will be  
embedded everywhere

Everything will  
be understood

# Aruba hospitality solutions...



**Aruba infrastructure:**  
Wi-Fi, BLE, Wired, WAN



**Policy management**  
ClearPass with a unified API library  
and Extensions repository



**Location analytics**  
Analytics and Location Engine  
(ALE) with northbound REST APIs



**Micro-location services**  
Meridian with mobile app  
development SDK and REST  
APIs



**Network management**  
AirWave with northbound XML APIs  
for data consumption



**Network controls**  
AOS8 with REST APIs to share  
context and program infrastructure

# Customer experience at a glance



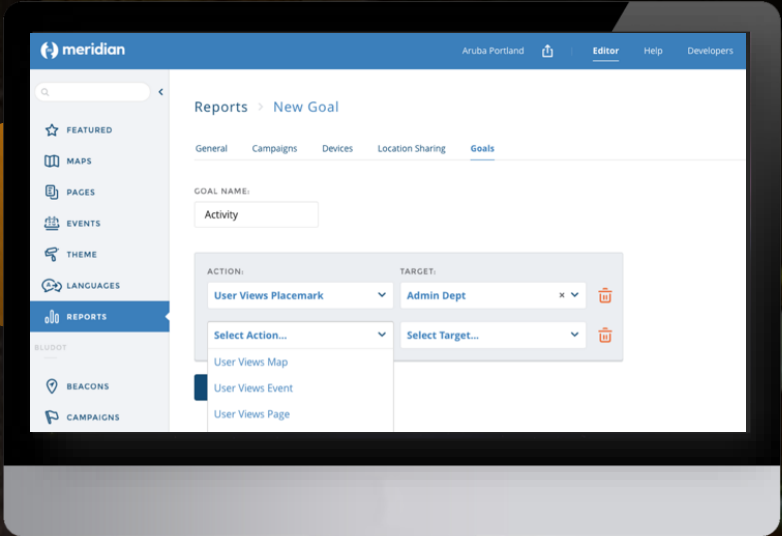
Private, reciprocal location sharing;  
open to developers via SDK



Aruba Beacons  
Up to 4 year  
battery life



Meridian



Goal-based reporting per location and user  
segment to optimize marketing campaigns  
and gain insights to user behavior



**Hewlett Packard  
Enterprise**



**Thank  
you**

[Customer experience video](#)