



Next Generation

HOTEL



# Intelligent Hospitality Solutions

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Classification ISO 27001: Public

# The “Power” of Reviews

“Reviews...are absolutely priceless”



Response	Percentage
Yes	75%
No	25%



# Opinion Leaders & Influencers

The screenshot shows the Booking.com homepage. At the top, the Booking.com logo is on the left, and navigation links for 'Recently seen', 'My lists', 'My bookings', and a user profile 'Δημήτρης Μπακάκος' are on the right. The main banner features the number '2,440,213' in large blue font, followed by 'Travel Gurus sharing their best tips' and a 'Write a review' button. Below this is an illustration of a city with buildings and people. At the bottom of the banner, there are six circular profile pictures of users and the text 'Millions of traveler reviews and photos to help you get it right.' On the right side of the screenshot, there is a blue overlay containing a bulleted list of services.

Booking.com

2,440,213

Travel Gurus sharing their best tips

Write a review

Millions of traveler reviews and photos to help you get it right.

- Location, Location, Location
- Services with man interaction
- **Services unattended**
- **Communication services**
- **Technology related services**
- **Review during customer stay**
- **Review after customer departure**

# Challenges in Hospitality

- ▣ Developing & maintaining customer loyalty through differentiation
- ▣ Increasing revenues (& maintaining margins)
- ▣ More sophisticated guests, increased guest expectations
- ▣ Increasing guest satisfaction, personalized services
- ▣ Reducing OPEX, improving operational efficiency & increasing staff productivity
- ▣ Improving guest safety
- ▣ Leveraging the economies scope & scale of the connected portfolio (for the chains)

# Technology is the Key to Business Transformation



Leverage ICT on  
your terms



Evaluate advanced  
management tools  
which allow automation



Assist revenue  
generation  
introducing new  
services



Unlock the potential  
of technology to  
improve customer  
experience

# Hotel of the Future

Personalized, Connected & Smart

Self Check-in/out

Keyless Entry to Room

Virtual Concierge

Smarter In-room Technology

Meeting Room Technology

Digital HD Entertainment

Digital Employee  
Communication

Personalized Guest Experience

Mobile Payment

Location Based Services

Green IT

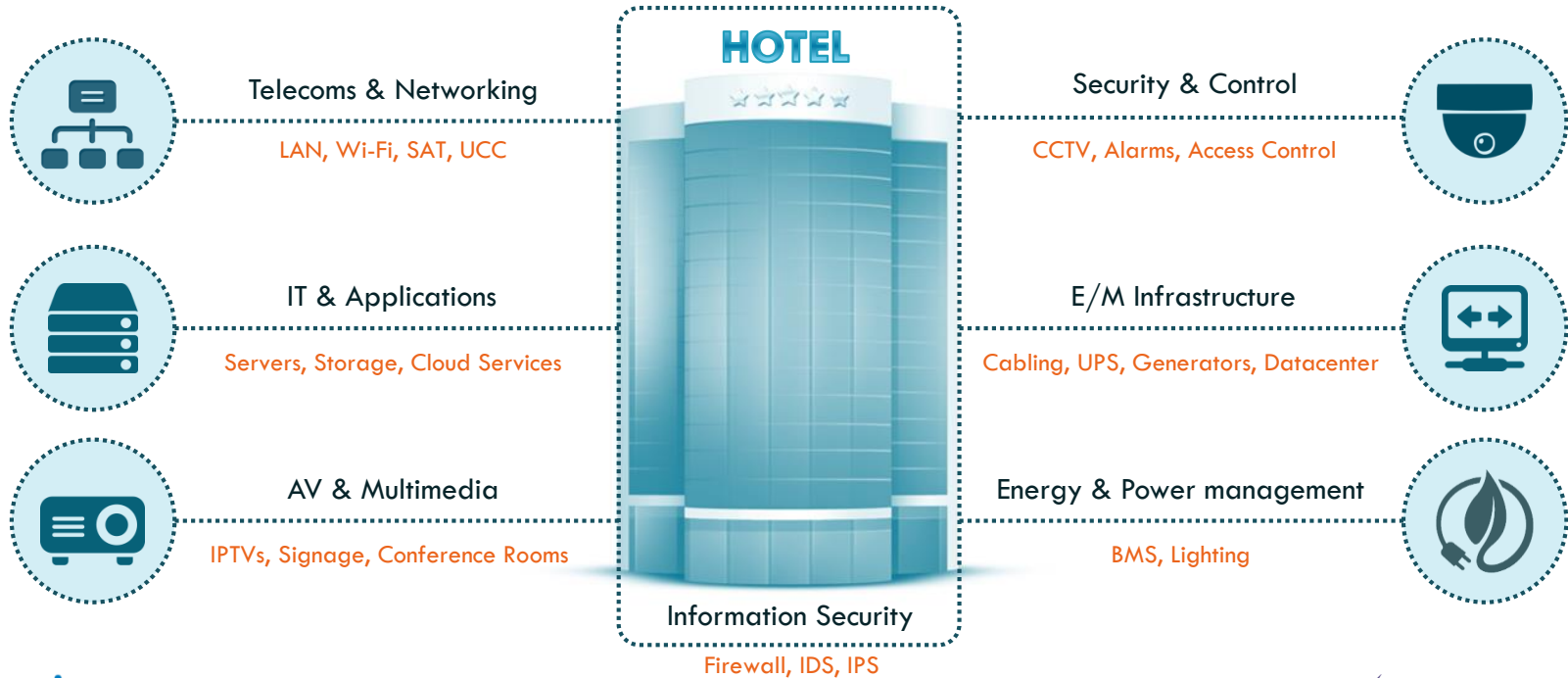
Internet of Things



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# Solutions Overview

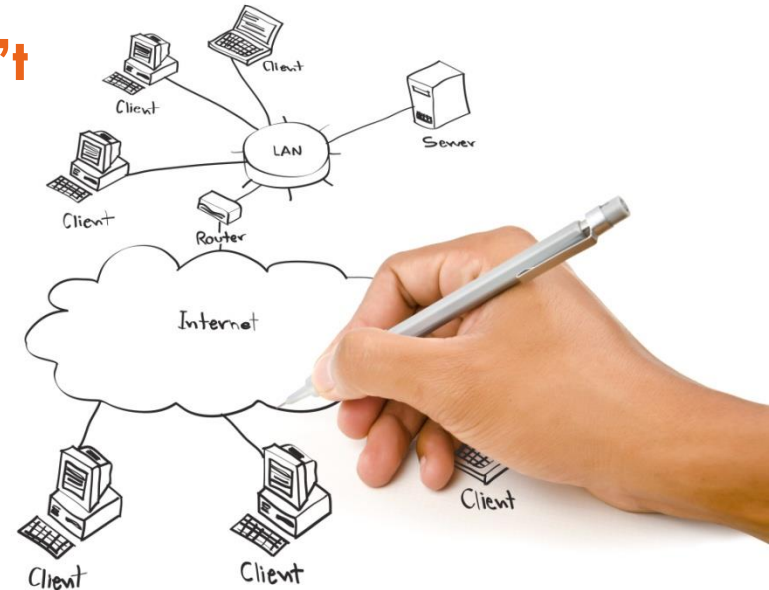


# Improve Your Network Infrastructure

**A “Poor” Network Infrastructure won’t allow you to grow you business**

**Your Network top priorities should be:**

- ▣ Quality and Design
- ▣ Expandable & Upgradeable
- ▣ Performance
- ▣ Security & Management



# WiFi Infrastructure

## Value-add/Revenue Generating Services

# WiFi is a Need

## ■ Generation of Revenue – Monetization

- Paid Internet Access for the Visitor



## ■ Customer Loyalty

- Ratings in TripAdvisor, Booking, etc.



# Network Infrastructure

## □ Indoor/Outdoor Access

- Rooms
- Lobby, Restaurants, Bars, Coffee Shops etc
- Pools, Beach Bars, Beaches

## □ Central Management

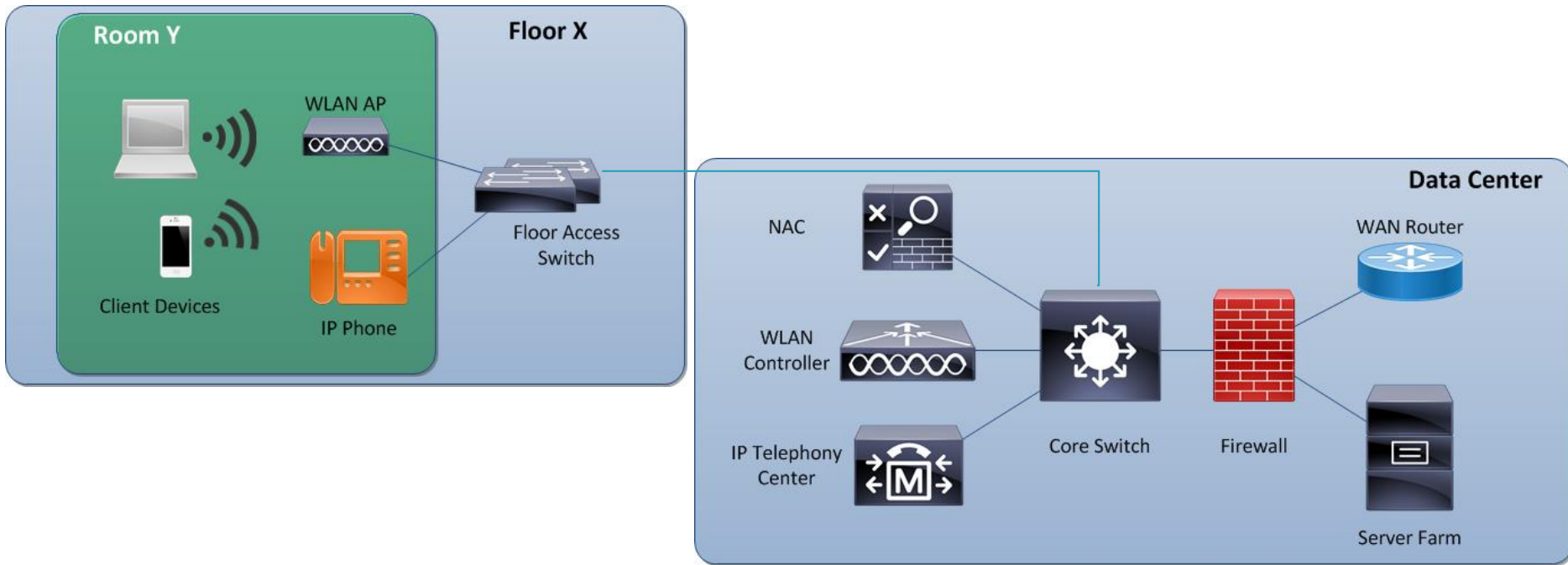
- WLAN Controller

## □ Provision of Services

- Internet Access
- Wireless Telephony
- POS/Ordering Service
- Analytics



# Network Infrastructure

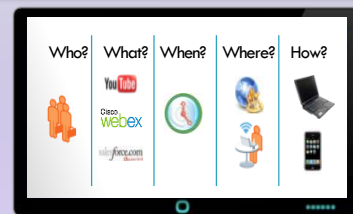


# Cisco's Unified Access Innovations

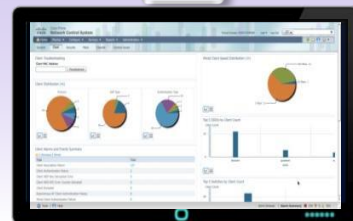
## Predictability for Users...

<b>802.11ac</b>	First to announce 802.11ac commitment and timing
<b>CleanAir</b>	Chip level automatic interference mitigation
<b>ClientLink</b>	Chip level automatic electronic beamforming
<b>VideoStream</b>	LAN multicast efficiency over a WLAN
<b>Radio Resource Management</b>	Advanced RF Shaping and Management
<b>TrustSec - Secure Group Access</b>	Simplified user and resource based segmentation – independent of topology
<b>Application Visibility &amp; Control</b>	Identify, analyze, and optimize application traffic
<b>Stateful Switchover</b>	Sub second WLAN & LAN convergence
<b>Bonjour Directory Services</b>	Layer 2 (mDNS) discovery and advertisement
<b>AnyConnect</b>	Always-On context-aware VPN connectivity

## Control & Visibility for IT...



ISE



Prime



# Not All Gigabit Wi-Fi Solutions are Created Equal

## Cisco High Density Experiences (HDX) for High Density Deployments



### PREDICTABILITY

802.11ac ready interference  
detection



### PERFORMANCE

Improves performance of  
802.11a/g/n/ac devices



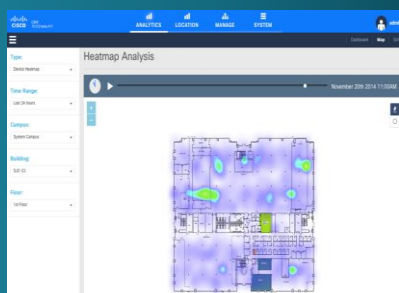
### UNMATCHED SCALE

Optimized for high density  
performance

Optimizing Network Performance & End-User Experience made Possible by Cisco's Purpose Built Chip Set

# Analytics

## Understand How People Interact in the Location



Number of people by venue and zones



Peak time in venue



New compared to repeat visitors



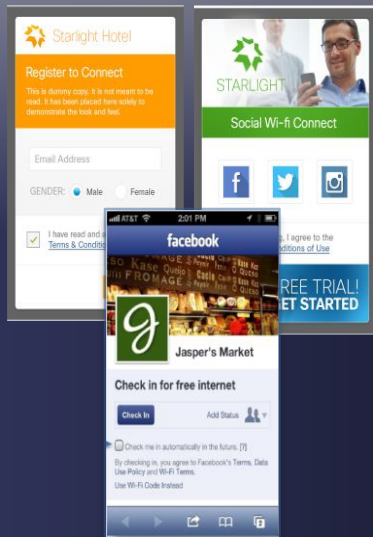
Common traffic patterns



Where people spend time



# Location-Specific Guest Access



Simplify Access with User Opt-In  
Offer Clear Terms and Conditions



Multiple Access Methods  
Custom or Social Media



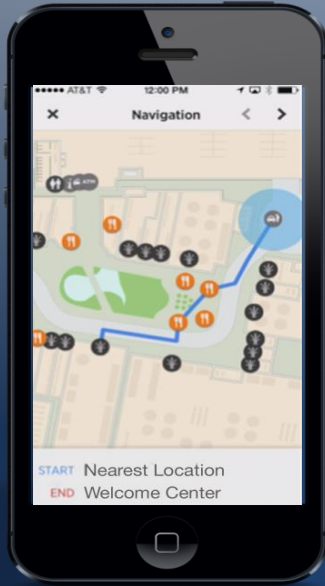
Customized Access and Promotion  
Proximity-Based Landing Pages and Video



Social Login via Facebook, Instagram or Foursquare  
Enhanced Analytics

# App Integration

## Using WiFi Location to Engage



Work with Cisco and/or Ecosystem Partners to Align to Business Needs



Fully Customizable Applications with Zone-based Captive Portals and Enhanced Advertising



Location-Aware App for Personalized Experience



Integrate with Business Systems

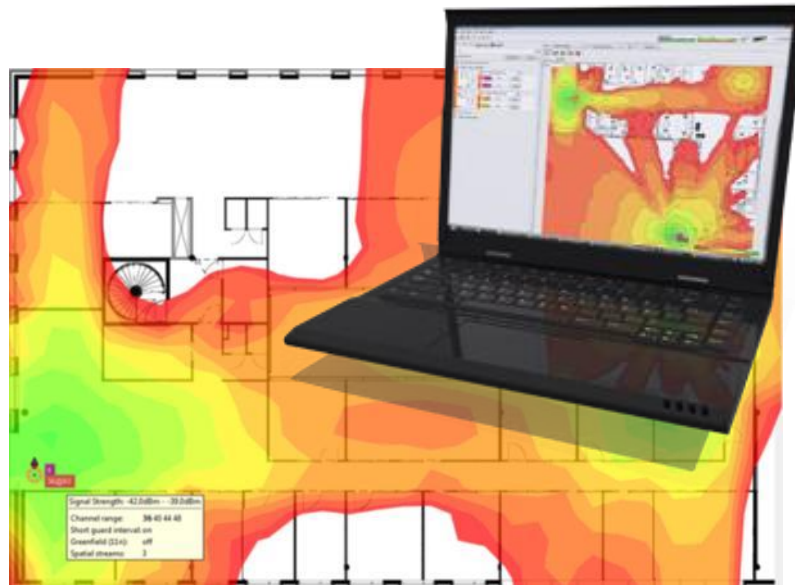
# WLAN Site Readiness Assessment

## ▣ Requirements Identification

- Type of Services
- Number of Users
- Coverage Areas

## ▣ RF Site Survey

- Simulation on floor plans
- Actual Measurements
- Interference Detection
- Optimization of coverage



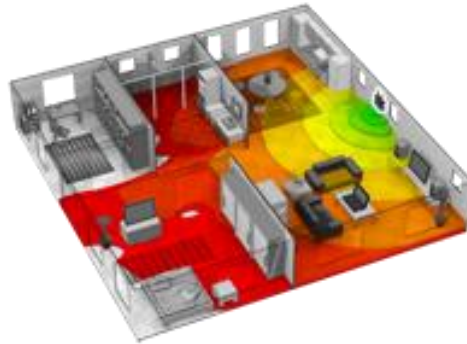
# WLAN Site Readiness Assessment

## □ Capacity Planning

- Type of Service (Data, Voice, Analytics)
- Required Signal Strength Limits
- SNR
- Cell Overlapping
- Number & Type of Clients (e.g. laptops, smart phones, etc)

## □ RF Planning

- Type of obstacles (e.g. walls, elevators etc)
- What-if scenarios (e.g. moving obstacles)
- Type of antennas required
- Installation conditions



# WiFi as a (Managed) Service

- ❑ No Capex – Provided as a service
- ❑ Split Control & Data Traffic
- ❑ Outsourced Management & Control
- ❑ No need for Specialized IT Personnel
- ❑ Upgrades on latest HW & SW
- ❑ Sharing of Central Infrastructure
  - WLAN Controller
  - NMS
  - AAA/Security/URL Filtering/Logging
  - Hotspot Management

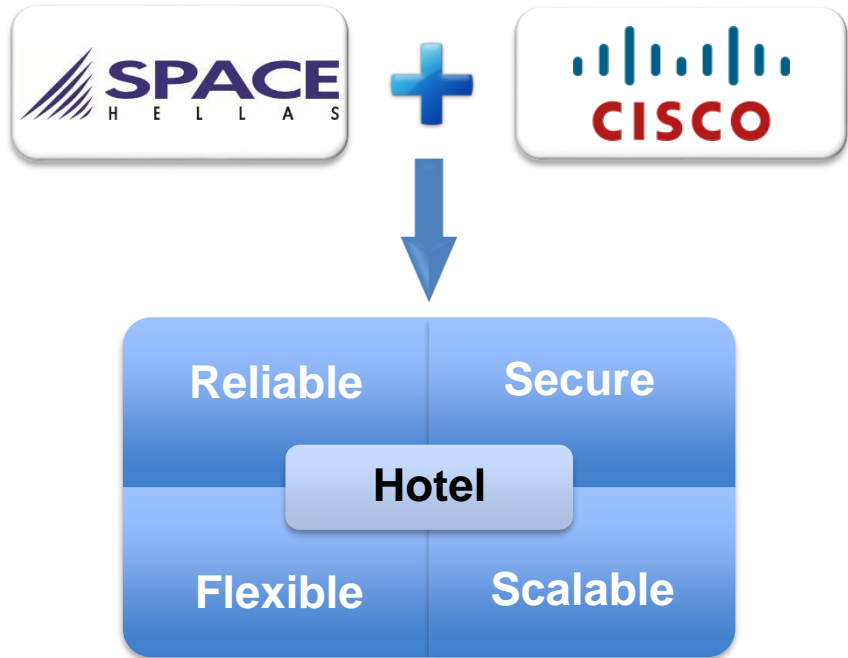


# Space Hellas is the leader in ICT

- System Integrator, Value-Added Solution and Service Provider
- Active in Telecommunications, IT and Security
- More than 30 Years of Operations and Sustainable Growth
- 250 Specialized Employees
  - More than 600 Certifications - Accreditations
- Turnover: € 54.9 million (2015)
- Listed on the Athens Stock Exchange since 2000
- 24/7 NOC & SOC
- Certified according to:
  - ISO9001:2008 . ISO/IEC27001:2013  
ISO14001:2004 . OHSAS18001:2007
- Accreditation:
  - National . EU . NATO Secret
- National & International Presence
  - Space Hellas HQ located in Athens
  - Branches in Athens, Thessaloniki, Patra, Heraklion-Crete, Ioannina and Farsala
  - Subsidiaries in Cyprus, Romania, Serbia, Malta
  - Activities in Europe and the Middle East

# Cisco & Space Hellas

- Excellent Design & Implementation
- High Quality Equipment
- Experience & Technical Expertise
- Reliable Support Services



# Recent Projects - A

## ASTIR PALACE, Vouliagmeni - Athens

**Project's Description:** Implementation of the WLAN network that covers the hotel facilities of Westins, Arion & Bungalows, in Astir Palace. The WLAN provides secure and reliable WiFi access to the customers and the employees of the hotel, with different levels of QoS per SSID, Captive Portal services and high performance on the network access.



## ASTERIAS HOTEL, Tholos - Rhodes

**Project's Description:** Implementation of the WLAN that provides network connectivity to the customers of the hotel. The WLAN provides WiFi access to all areas of the hotel (rooms, lobby, outdoor areas, etc) and it consists of advanced systems that offer flexible user management (Captive Portal), security on the access, different levels of QoS and high performance, using the 802.11ac protocol (Gigabit WiFi).



# Recent Projects - B

## HILTON ATHENS HOTEL, Kolonaki - Athens

**Project's Description:** Implementation of the network cabling infrastructure and the digital telephony system for the hotel. The cabling infrastructure supports the network connectivity for the LAN. The digital telephony provides communication services for the rooms of the customers.



## PRESIDENT HOTEL, Ampelokipoi - Athens

**Project's Description:** Implementation of the network cabling infrastructure and the digital telephony system for the hotel. The cabling infrastructure supports the network connectivity for the LAN. The digital telephony provides communication services for the rooms of the customers.



# Thank you and always remember

**TRUST,**

Takes years to build,  
seconds to break and  
forever to repair...

Space Hellas is your trusted partner

