

SOLUTION BRIEF

CLEARPASS GUEST FOR HOSPITALITY

A most memorable guest experience starts here

Has your property rolled out the red carpet when it comes to mission-critical services like guest Wi-Fi? According to Hotel Chatter, a Conde Nast web magazine covering global hotels, 94% of people surveyed cite Wi-Fi as the most important amenity at a hotel.

Guest Wi-Fi is no longer considered a major cost center. With Aruba Networks®, hospitality venues can now leverage advanced wireless networking and guest access technology as a powerful marketing tool to improve guest loyalty and drive additional revenue opportunities.

THE GUEST EXPERIENCE STARTS WITH CLEARPASS

The Aruba ClearPass Access Management System™ lets you create a best-in-class guest Wi-Fi experience on virtually any wireless infrastructure. This feature-rich, enterprise-grade solution ensures that your guests get rock-solid Wi-Fi reliability night and day.

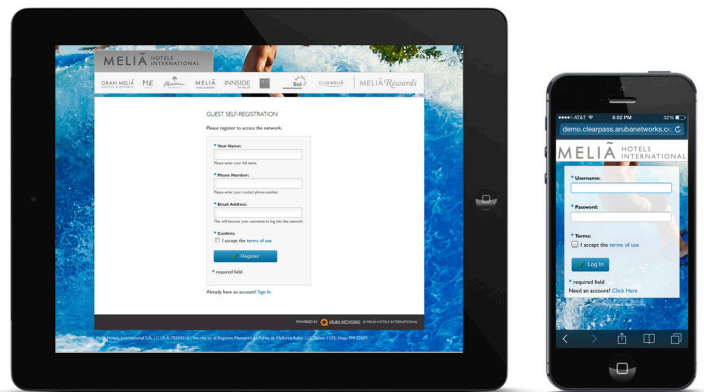
YOUR BRAND FRONT AND CENTER

Your property's brand is one of your most prized assets and a valuable initial touch-point for guests. And as such, your brand should be front and center when tech-savvy guests connect. They have little tolerance for clunky and cumbersome user interfaces.

With the ClearPass Guest advanced skin and branding technology, your guests are treated to a convenient, professional-looking login portal with your brand's look and feel. It dynamically adapts to multiple screen sizes across a wide range of mobile devices.

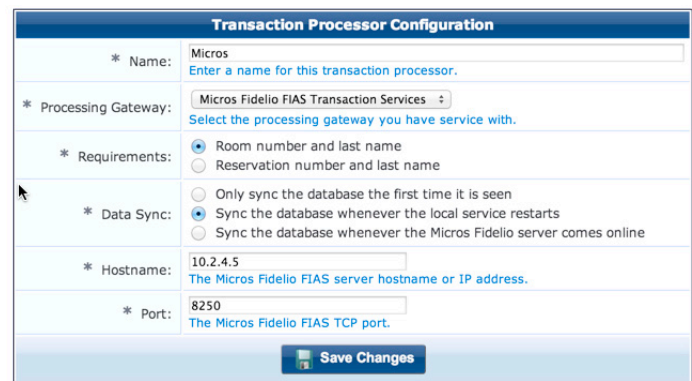
PRIORITY BOARDING

Guests are extremely sensitive to obstacles and challenges when setting up a Wi-Fi connection. Fortunately, ClearPass Guest incorporates a wide range of critical features that streamline and fast-track this process.



Simplify and automatically update the guest onboarding process by integrating your wireless network with your property management system. ClearPass Guest natively integrates with the Micros OPERA Property Management System.

Micros OPERA allows customers to authenticate to the network with their surname and room number. It automatically updates ClearPass with reservations and room changes. Optionally, any applicable Internet charges can be billed directly to the guest folio.



Even day-visitors don't want the hassle of complex guest logins or online credit card transactions. Fortunately, venues now have the option to use Facebook, Google and other social logins through ClearPass. For guests that opt-in, venues can send push notifications that contain special promotions based on their personal preferences.

The scalable, enterprise-grade design of ClearPass ensures that guests see your welcome page upon arrival so they can quickly connect and experience all that your venue has to offer. They won't be left staring at blank screens while they wait for a connection.



CREATE A MOBILE APP FOR YOUR VENUE

The ClearPass Guest login portal gives you additional opportunities to upsell value-added services your guests might not be aware of. It's the ideal place to promote your venue's services by enabling guests to download a custom-branded Meridian mobile app from Aruba.

With the Meridian platform, you can build a mobile app from scratch or enhance your existing one with location-based services. This includes services like indoor wayfinding with turn-by-turn directions and zone-based push notifications that are relevant to a guest's location.

By including a link that directs users to your custom-branded mobile app on Google Play or the Apple App Store, you increase awareness of venue events and amenities and encourage brand loyalty among guests.

CONCLUSION

Today's travelers demand a topflight hospitality experience when it comes to guest Internet access from their mobile devices. It's a critical touch point for your venue and excellent way to differentiate amenities, entertainment, retail, and other guest services.

ClearPass Guest delivers a premium, high-value mobility experience with a personal touch that keeps your most valued guests engaged, takes advantage of untapped revenue opportunities, and increases brand loyalty so they'll return.

FIRST-CLASS EXPERIENCE UNTIL CHECK-OUT

Guests demand reliable, instant Internet access during their stay and can't be bothered with redundant login prompts every time they reconnect. With a built-in authentication engine, ClearPass remembers registered guests and spares them from repeat logins.

When paired with an Aruba wireless LAN infrastructure, application-specific bandwidth controls – such as rate limiting for Netflix traffic – and user data quotas are easily implemented. This ensures that all guests get the highest-quality service and ISP charges remain in check.

ENHANCED MOBILE ENGAGEMENT

Bring your guest experience to the next level and impress your most valued customers by automatically recognizing them on repeat visits. Provide them with personalized information and value-added services by utilizing ClearPass Guest advertising services.

ClearPass features customizable fields and opportunities to gather additional guest preferences for those who opt-in. For example, on the initial login page, guests can indicate the types of promotions that they are interested in receiving.



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