

HPE Financial Services Investment Solutions for Aruba Networking in Hospitality

HPE Financial Services can help hotel property owners and hotel management groups align their networking technology investments to their pace of digital transformation.



Network connectivity at a hotel is no longer just about providing Internet access. Today, hotel guests across the globe demand a best-in-class, ubiquitous, high-speed WiFi experience similar to what they have at home, and increasingly want it free of cost.

Hotel management groups and hotel owners need to keep up with the trends in the market, and need to invest in networking technology that offers their guests an immersive, personalized experience that boosts guest loyalty and increases hotel revenue - especially with the loss of revenue from guest WiFi access fees.

The continued evolution of guest demands, as well the proliferation of Internet-of-Things (IoT) devices per guest, have left many hotel owners at a financial conundrum on how to

accommodate ever-increasing connectivity and bandwidth needs and are now in need of substantial network upgrades or a new network altogether.

Wrestling with Continual Investments from Frequent Refresh Cycles

As guests bring more and more digital devices onto the hotel site, available bandwidth lessens and data usage increases, which can overwhelm WiFi infrastructure. This occurrence can leave hotel owners scrambling to add new hardware on an ad-hoc basis, a move that could potentially lead to more connectivity problems later. When it comes to property upgrades, wireless networks have fairly short refresh cycles, typically 1-3 years,

leaving hotel owners with the need to invest in frequent upgrades. And, if a new network is required, an install - from radio frequency (RF) evaluations to multi-site deployments - can take up to two years.

Although the majority of hotel guests now consider WiFi a critical amenity at a hotel - as critical as water or electricity - hotel owners know investments in a network upgrade or a new network will be competing with other property upgrade initiatives, whether dictated by brand compliance or simply common depreciation cycles of other property infrastructure.

Digital Transformation with Investment Innovation

With innovation comes transition, and HPE Financial Services can make it easier for you. Have you already scheduled a property upgrade that would involve upgrading decor or other amenities? It might be the best time to also upgrade your network. Do you have multiple properties to connect? Aruba's integrated wired and wireless platform and visibility tools can get you connected. Whatever the circumstance, whether you are considering an upgrade or an entirely new network platform, HPE Financial Services offers investment strategies that can help you make the transition faster and easier.

For example, HPE Financial Services can help you establish an investment roadmap to spread costs over time, allowing you to start your digital transformation sooner. And you can align your networking technology investments to match the pace of extended deployments across multiple locations, no matter where they are located. Or, you can set up an investment strategy that aligns investment costs on a per-room or per-space basis to help you get a better picture of profitability in RevPAR calculations.

Additionally, HPE Financial Services understands that you may also need to manage upfront costs and offers simple and flexible financing options that rely on predictable payments so you can preserve cash.

Why Wait to Innovate?

When you go with an Aruba network, you get a secure, PCI-compliant infrastructure that reliably handles mobile booking, check-in, point-of-sale, housekeeping, maintenance, engineering and other property management apps on your path to digital innovation.

Some of that digital innovation can also potentially generate new revenue. For example, Aruba's network supports location-based services that can provide on-site targeted advertising to generate new food and beverage opportunities, and can be leveraged to enhance loyalty programs and reward VIP customers with location-aware push notifications.

Whether you need assistance with a network for a new property or converting an existing property, HPE Financial Services can help you attain the most secure, high performance networking technology platform available to support your property and guests with reliable and secure connectivity needs.

Contact your HPE Financial Services representative or channel partner to take the next step.

Learn more at
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