Amazing Wireless takes Hospitality to the Next Level

Using Mist Wi-Fi and BLE to Enhance the Guest Experience and Lower Operational Costs

In today's "always connected" world, hotel guests expect a seamless and reliable Wi-Fi experience – in rooms, common areas, meeting facilities, convention centers, and everywhere in between. When Wi-Fi signal strength is poor, connectivity drops, websites and applications don't load or a video does not run, customer satisfaction plummets, resulting in bad reviews and/or lost business.

Given the vast proliferation of devices, applications, and operating systems, it is difficult if not impossible to guarantee guests a specific Wi-Fi level of service, and it is time consuming and expensive to identify and fix wireless problems after they are reported. As a result, wireless continues to be one of the biggest IT challenges for most hotels today.

But, wireless also creates one of the biggest opportunities for hotels. With the proliferation of new technologies like Bluetooth Low Energy (BLE), the wireless infrastructure is now a strategic medium for engaging with guests. For example, it enables the deployment of new location-based services like indoor wayfinding, greetings, location sharing, and proximity-based messages, which enables hotels to tailor mobile experiences to individual guest's needs. This maximizes guest satisfaction, which is the number one objective in hospitality. At the same time, this improves the efficiency of hotel staff and resources, which saves time and money.

Mist built a modern wireless platform from the ground-up to address the above issues. The Mist wireless platform combines unprecedented insight into wireless user behavior with proactive actions for simpler operations and amazing mobile experience, making it ideal for hospitality environments. Here's how:

Predictable Wi-Fi – Simple to Operate

Mist brings automation to wireless management, replacing reactive networking troubleshooting tasks with a new paradigm for smart automated wireless operations. This minimizes network operations costs while enabling IT departments to focus less on connectivity and more on value-added mobility services. In addition, the Mist platform ensures a predictable, reliable, and consistent Wi-Fi experience for guests (across all device types).
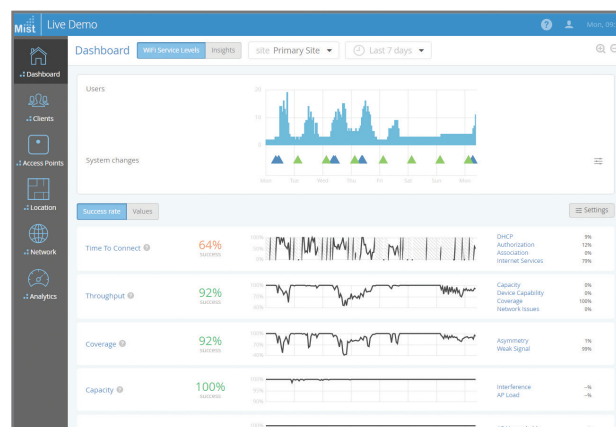
Key operational benefits of the Mist platform include:

- **Set, monitor, and enforce Wi-Fi service levels.** Mist lets you setup and track service level thresholds for key wireless criteria, such as time to connect, capacity, coverage, and throughput. At any given time you can see how your network

is performing against Service Level Expectations (SLE), with specific drill down into users, applications, and devices.

- **Simple root cause analysis and remediation.** Mist dynamically collects information from all mobile devices (over 100 states are captured for each device every few seconds), and correlates it for quick wireless, wired and device problem identification. Predictive recommendations and automated workflows let you quickly remediate problems or prevent them entirely.

- **Network rewind and dynamic packet capture.** When a user is experiencing a network anomaly (e.g. authorization failure) the Mist system automatically detects it and starts capturing packets for you. In addition, Mist lets you rewind back in time to see what was going on exactly when the event occurred.

- **Easily assign resources.** IT staff can provide access to the Internet, printers and other resources to wireless users with the click of a mouse (or using pre-assigned policies). No VLANs, ACLs or other wired policies are required.

Set, monitor and enforce Wi-Fi service levels

Location-based Services using BLE

The same Mist cloud and Access Points used for business-critical Wi-Fi can also be used to deliver high accuracy location services using enterprise-grade BLE (either together or independently of one another). Mist brings unprecedented flexibility and cost savings to wireless location services via the following unique features:

- **Let's get virtual.** With Mist's patented vBLE technology, you can deploy an unlimited amount of virtual beacons in your physical environment with the simple click of a mouse. There is no need to purchase and deploy separate physical beacons, do site-surveys and no need to continuously swap out batteries.

- **Can you see me now?** Mist offers the best location accuracy in the business, with 1-3 meter accuracy and sub-second latency based on density of deployment and use cases. Machine learning eliminates the need for BLE site surveys and provides the best user experience.

- **Real-time visibility and proactive insight.** Mist gives you a real-time view of the RF environment from the mobile user's perspective. This lets you detect coverage holes and other issues, even as users move around and their RF coverage patterns change. In addition, the Mist platform tracks visits, dwell times and other analytics for detailed record keeping and pattern analysis.

Personalized Guest Experiences

Mist's location services can deliver new mobile experiences to hotel guests, which include:

Proximity messaging for virtual concierge services
- Fast and easy check-in upon arrival
- Automatically greet loyal customers
- Push promotions, coupons, and event schedules/tickets;

Easy navigation. Easily locate rooms, restaurants, gift shops, fitness centers, pools, etc; Find the shortest check-in lines, conventions and exhibits.

Location sharing. Share location with family members, guests or employee

Employee assistance. Locate a nearby employee for assistance.

Amazing Owner / Operator Experiences

The Mist wireless platform is also strategic for owners/operators of hotel properties. Sample use cases enabled by Mist include:

Increase foot traffic. Get people to visit more places with location-specific games or rewards.

Maximize staffing resources. Monitor staffing levels to ensure employee resources match foot traffic; Easily locate staff members.

Asset tracking. Track items like luggage carts, forklifts, displays, and more.

Emergency location. Track location of lost children or guests in need of medical assistance.

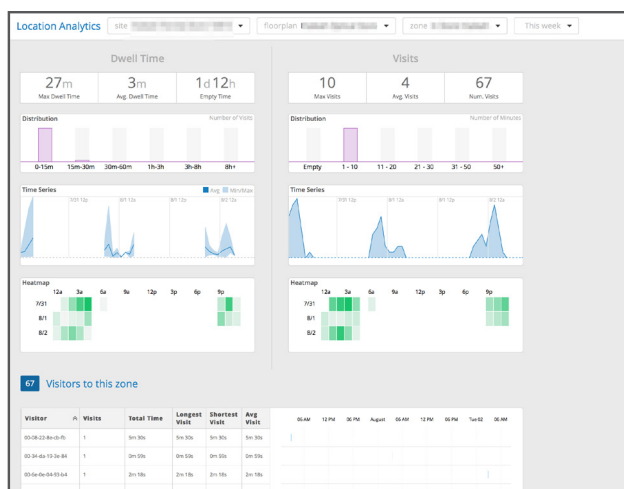**Understand traffic patterns.** Learn where guests spend the most time.

Event analytics. Improve value of show facilities with extensive location-based analytics.

API – Feed data into northbound application/ Business Intelligence platforms for further datamining

Enable easy integration with Event Planners to create their own dashboards for events nd enable Proximity messaging and wayfinding at the event

Smart Wireless for Smart Hospitality

Modern hotels need modern wireless technology to attract and retain guests and deliver exceptional onsite experiences. This is achieved with the Mist wireless platform, which brings unprecedented scalability, ease of use, automation, and high accuracy locations services to every hospitality environment. Hotels that want more people to check in, check out Mist.

About Mist

Mist built the first wireless platform for the Smart Device era. By taking a user-first approach to networking, the Mist Intelligent Wireless Cloud (IWC) eliminates the operational burdens of legacy wireless architectures by replacing human interaction with machine learning and proactive automation. In addition, Mist takes unique advantage of user location and behavior to deliver a superior experience for wireless users.

The Mist team consists of leading experts in wireless, machine learning, and cloud, who are responsible for building the largest and most advanced networks in the world. Founded in June 2014, the company is based in Cupertino, CA. For more information, visit mist.com

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