



# Providing the Guest Experience of the Future

Guest expectations are redefining the hospitality industry. Travelers need more than a standard place to stay—comfort, entertainment and personalization are their top priorities. Smart Hotels provide an experience that not only mirrors what a guest can get at home, but exceeds it.

Bringing technology and data together is the key to making these expectations a reality. Belden is your single infrastructure partner to support the technologies of the future.



## One Infrastructure Partner for Your Entire Project

It takes many experts to bring hotel technology to life. It helps to have someone who can oversee a project from start to finish, to avoid oversights, budget overages or missed timeframes.

What does this mean? Think of us as your single point of contact for network infrastructure. We create high-quality data acquisition, transmission, orchestration and management solutions and services that support your innovative hospitality technology initiatives. Acting as your partner from design to door-opening and beyond, we bring a **five-step process** to hospitality projects:



**Define the current state of your network:** Our dedicated hospitality experts work with you and your project team — architects, designers and technology consultants — so you get what you need to succeed. We take time to understand your environment, challenges and goals through detailed conversations with all relevant stakeholders.



**Conduct an onsite network audit and utilization assessment:** Once we understand your objectives — and the obstacles that stand in your way — we conduct an onsite assessment of your network and data elements. By spending time on your site with you, we can create a holistic assessment of your current situation and develop initial solution options to make sure you're not over- or under-utilizing existing assets.



**We offer one-of-a-kind 25-Year Product Warranties to futureproof your hospitality technology investments.**





3

**Choose a solution and develop architecture:**

Based on what we learn from initial discussions and onsite audits, we provide tailored system options that meet your organization's short-term and long-term goals. Working as a team, we'll make recommendations and help you select the solutions that will address your organizational, technical and environmental goals while keeping budget and schedules in mind. You never have to worry about finding the right products—we'll do that for you and bring them all together so they work seamlessly.

4

**Create a proof of concept and refine solutions:**

Through an onsite or Belden-hosted proof-of-concept phase, we'll build out solutions in advance so we can validate their performance in your unique environment and make adjustments based on what we learn.

5

**Deploy and support your solution:** Certified partners are located throughout the world and trained to install and integrate our systems quickly, efficiently and correctly. We have more than 1,500 certified partners you can call on worldwide. We stay in touch after project completion to make sure your systems work as expected and address questions or challenges that arise along the way.



**Because we're involved in industry research, emerging hospitality technology and standards development, we'll always share our expertise with you so you know what's coming—and how it will impact your hospitality operations.**

# Future State of Smart Hotels



**In-Building Wireless:** Radio and cellular service, such as 5G and Wi-Fi, available inside the facility



**AR/VR:** Augmented and virtual reality-based hotel layout visible to guests on phones



**Phone Payment:** Guests receive personalized offers for coffee, laundry, food, etc. based on their preferences



**Predictive Maintenance:** Sensors on all key devices and systems throughout the hotel (HVAC system, pipes, etc.)



**Smart Lighting:** Lights turn on/off in advance based on movement of guests toward a location



**Asset Tracking:** Critical asset, staff and task tracking allows for better hotel operations



**Integrated Systems:** Hospitality property management systems for guest personalization, energy optimization and operational efficiency



**Digital Signage:** Personalized messages delivered on digital displays (greeting, wayfinding, menus, schedules, etc.)





## Inside the Room...



**Smart TV:** Television logged in with guest's pre-filled credentials for streaming platforms



**Biometric Recognition:** Face recognition/fingerprint-based check-in and check-out



**Building Automation:** Lights and HVAC turn on as the guest enters the hotel



**Mobile Utilization:** Guests receive personalized offers for room service based on past orders



**Voice Control:** Operate lights, temperature and blinds through voice commands



**Predictive Maintenance:** Sensors on all key devices in the room (HVAC controls, door locks, coffee machine, mini bar)



# Technology and Data Are the Keys

Advancements in technology and data acquisition, transmission, orchestration and management are transforming hotel operations.



**Enhanced Guest Experiences:** Hotels can collect and analyze guest preferences about things like room temperature, lighting and entertainment choices to create tailored experiences. Mobile apps and self-service kiosks allow guests to check-in, access their rooms and request services conveniently.

**Improved Operational Efficiency:** Integrated property management systems (PMS) enable efficient management of reservations, inventory and housekeeping. Automated systems for inventory control, procurement and staff scheduling optimize resource allocation and reduce costs. Data analytics provide insights into occupancy rates, demand patterns and pricing strategies for better revenue management.

**Data-Driven Decision Making:** Hotels can gather and analyze vast amounts of data from multiple sources to make informed decisions. For example, hotels can use guest reviews, social media sentiment analysis and online booking data to improve service quality, marketing strategies and operational planning. Predictive analytics can help forecast demand, optimize pricing and personalize marketing campaigns.

**Marketing and Customer Relationship Management:** Customer information can be collected from various touchpoints to create comprehensive guest profiles. This enables targeted marketing campaigns, loyalty programs and personalized offers based on preferences and behaviors.

**Enhanced Security and Data Protection:** Robust systems for data encryption, secure payment processing and guest privacy management are critical to manage rising cyber threats. Ensure compliance with data protection regulations and enhance security protocols.

**Sustainable Practices:** Smart building management systems optimize energy consumption and reduce waste by monitoring and controlling utilities. Advanced data analytics can identify areas that need energy-efficiency improvement and enable better waste management practices.

To stay competitive in a rapidly evolving landscape, hospitality organizations must be able to leverage these technology advancements and data insights.



## Converged Networks Bring Technology and Data Together

A converged network integrates and unifies various communication technologies, such as voice over IP (VoIP), data networking, wireless connectivity and video streaming, onto a single network control plane.

### Cost Efficiency:

Eliminate the need for separate voice and data infrastructures, leading to equipment, maintenance and management cost savings. A single network infrastructure optimizes resource utilization and streamlines IT operations.

### Seamless Guest Connectivity:

Enable seamless, integrated and reliable connectivity for guests across the property so they can enjoy high-speed internet, voice services and video streaming from their rooms, meeting areas and public spaces.

### Simplified Cabling Infrastructure:

Converged networks are faster and easier to deploy, significantly reducing the amount and complexity of cabling and hardware needed. They also make it easier to connect devices directly to the network for data collection and sharing.

### Enhanced Staff Collaboration:

Staff members can use unified communication tools to connect with each other, share information and collaborate on guest requests or operational tasks. This improves staff efficiency and coordination and enhances service delivery.

### Internet of Things (IoT) Integration:

Hotels can deploy smart room controls, environmental monitoring systems, energy management solutions and security systems that are connected to the network and each other. This enables centralized control and monitoring, energy efficiency, predictive maintenance and enhanced guest comfort and security.

### Data Analytics and Insights:

Hotels can gather and analyze data about guest behavior, preferences and operations to gain valuable insights that improve performance.

### Scalability and Future-Readiness:

Hotels can scale network infrastructure to support new services, additional devices, evolving guest expectations and technological advancements and stay competitive.





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### Learn More

Use this QR code to access literature, applicable products and more information on Belden's hospitality solutions.



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