Top strategies to simplify your hotel network management
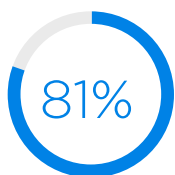
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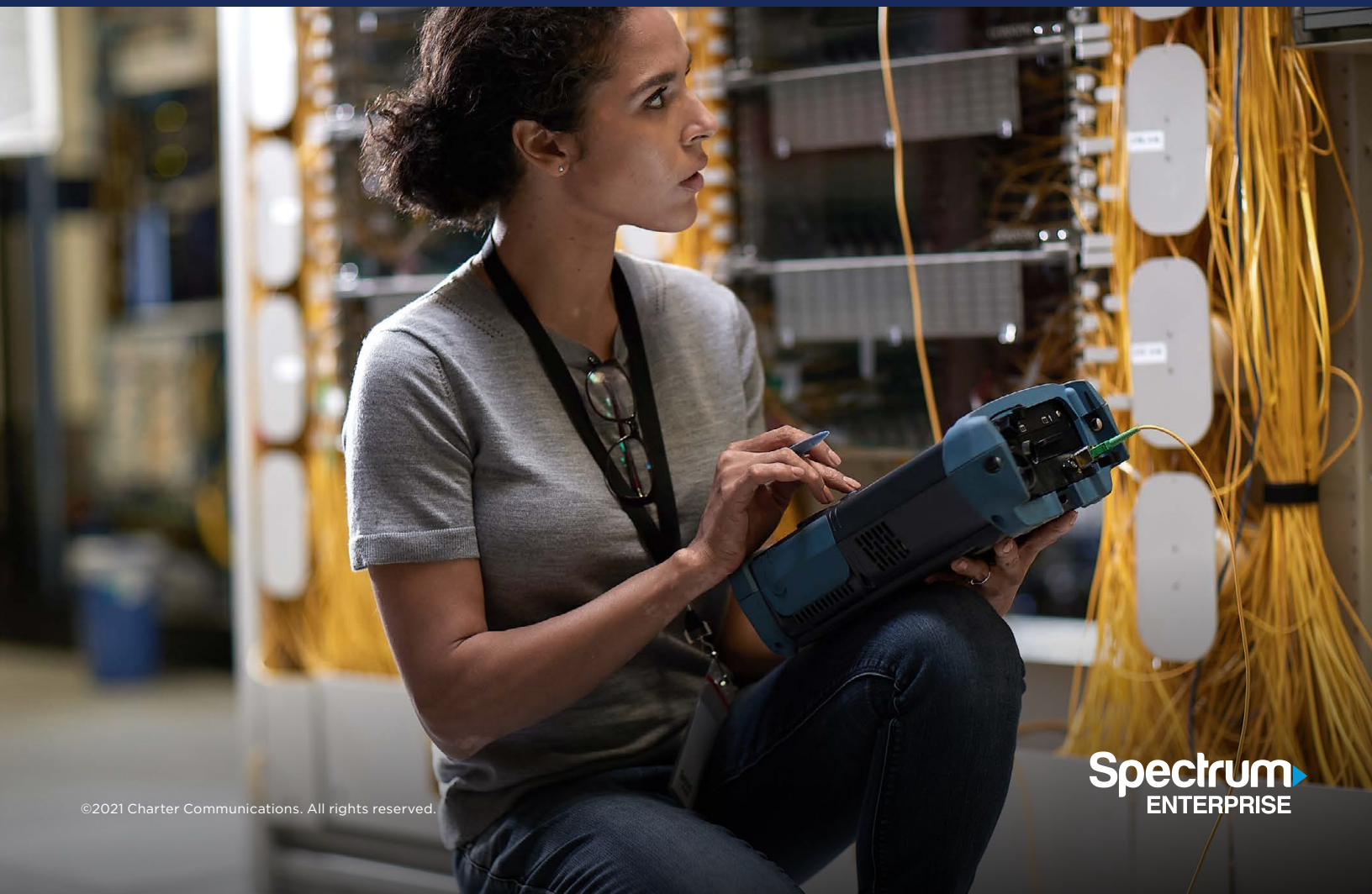
In the wake of the pandemic, the hotel industry is experiencing unemployment levels more than six times higher than in 2019.[1] Hotels are operating with reduced staff, requiring hoteliers to do more than usual to ensure that guests feel pampered and business is running smoothly. One area that is vital for achieving these goals is strong, reliable connectivity.

Propelled by COVID-19, hotels are relying more on touchless technology to rebuild guest trust.[2] In addition, the majority of hotel operators recognize that emerging technologies like artificial intelligence, virtual reality, biometrics and facial recognition are reshaping the industry.[3] Experts predict that by 2023 the number of networked devices each guest brings with them will increase to 3.6 per person.[4]

As a hotelier, you not only need to focus on keeping your guests happy, but you must stay on top of these emerging trends. Moreover, you must also balance daily network management and ensure that the latest cybersecurity measures are in place. Trying to meet all these expectations, while dealing with a lack of skilled technology expertise creates real issues when it comes to modernizing and managing your network.[5]

This guide offers two top strategies to help you simplify your network management — a crucial component for maintaining operational efficiency and creating exceptional guest experiences.

Choose a single IT partner

When you're dealing with multiple providers, you're also dealing with multiple solutions and platforms. This creates challenges when trying to integrate your different systems — one of the greatest issues hoteliers face as they execute technology strategies.[6]

Choosing a single provider for all your IT needs delivers significant advantages. A single provider will understand your internet, voice and TV as part of a cohesive technology strategy and ensures that all your services are compatible with each other. A single provider will also develop an in-depth understanding of your business and can suggest adjustments or enhancements to customize service to your specific needs.

Beyond just having internet access, making sure it is secure is essential. Hotels are particularly vulnerable to distributed denial of service (DDoS) attacks, which are expected to double from 7.9 million in 2018 to 15.4 million by 2023.[7] And trust in your cyber defenses impacts whether or not guests are willing to stay at your hotel.[8] Having a single provider for security, internet and networking solutions provides 24/7/365 monitoring across all systems, focusing on defense and protection as well as detecting and eliminating threats for site-to-site and remote connections.

81%

of respondents say a multi-vendor environment created problems for developing an effective security posture.[9]

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When you're juggling multiple providers and something goes wrong between two systems, you may find yourself wasting time, caught in the middle between different providers — and different service level agreements — instead of getting the issue quickly resolved. A common misconception is that by having separate providers for your internet, communications, security and in-room entertainment, you'll obtain the best deals for each service. However, using multiple providers to meet your IT needs may not only cost more in the long run, but you'll have more overhead involved in contract negotiation, management and implementation. A single provider will develop a strong relationship with you and provide one point of contact to instantly handle any issues that arise.

Outsource day-to-day management

When it comes to network management, hoteliers may try to handle everything in-house. However, in the face of rapidly changing technology, ever-growing bandwidth demands, and maintaining network security against increasingly savvy cybercriminals, this is often not the best option.

Purchasing and maintaining network hardware can take overly generous bites out of your CapEx budget. In addition, many property managers simply don't have the time, staff or resources to add the role of IT manager to their plate. Plus, the complexities of network management take away valuable time that you could be using to focus on creative ways to grow your business and better serve your guests.

Turning to a partner to manage your network delivers a number of benefits. The time-intensive burden of network management is lifted from your shoulders as experts take care of everything from system design, to daily management, to ongoing support. Managed services lets you scale easily, allowing you to add capabilities and capacity — like bandwidth, voice services and new locations — as your needs change. Leveraging a third party expert for network management also means that you'll always have up-to-date and integrated security measures backed with 24/7/365 monitoring and support.

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Managed solutions can also save you money and help with budgeting. A managed services provider takes all the variable ongoing costs involved with implementation, hardware, software and upgrades, and transforms them into a predictable monthly fee. You simplify your budgeting and eliminate total cost of ownership (TCO) for networking equipment, trading CapEx for OpEx in your budget.

The right partner to simplify your network connectivity

In the race to attract guests, hotels will continue to adopt new technologies that demand more from their networks. It's clear that yesterday's network cannot keep pace with the technology demands of today. You need a flexible infrastructure in place. And you need it to run optimally at all times, despite your limited staff and resources.

By rethinking how your networks are designed and managed, new approaches to IT can help your hotel run more effectively — and cost-efficiently — while evolving to meet the digital needs of your guests. A good provider will partner with you, take over all the hassles of daily network management and ensure that your hotel is set up for long-term success. This leaves you free to do what you do best, serve your guests.

Learn how you can simplify your network modernization efforts with Spectrum Enterprise.

Learn more

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