



The Cloud™

The UK's leading WiFi network

# Hotel WiFi

Realise the revenue generating opportunity of wireless Internet connectivity for guests and visitors with value added WiFi services from The Cloud.

## The Need

Hotels today are faced with an increasing demand for guest and visitor connectivity throughout the entire site estate; guest rooms, conference areas, lobbies, restaurants, leisure zones, and outdoor areas.

Guest and visitor expectation is growing for a seamless connectivity experience and reliable access to broadband Internet is becoming a key differentiator in determining their choice of hotel.

Conference organisers also require a practical method to provision delegates with Internet access as part of the overall event experience.

The ability to offer an Internet access service provides a revenue generating opportunity for the Hotel, but can prove a significant overhead to provision and manage securely, efficiently and cost-effectively.

With the increasing prevalence of mobile devices, and growing user expectations of ubiquitous connectivity, a flexible wireless LAN (WiFi) network configuration can be used to bring access to specific areas of the hotel or the entire site estate.

## The Solution

The Cloud can provide a fully managed and scalable guest Internet access solution designed to;

- Deliver a branded connectivity experience
- Secure ongoing revenues
- Support flexible deployment types
- Run as a turnkey managed solution

The Cloud's WiFi services provide the hotel with a robust wireless infrastructure and feature package that supports guest access.

*Key features of the solution include:*

### Hotel branded Internet access service

The Cloud can offer a range of online branding options, including managed content portal solutions that provide a direct and consistent service experience for guests throughout the hotel.

### Full access control and voucher provisioning

GuestPass™ electronic vouchers can be purchased for various durations and provisioned by the user themselves via credit card or premium SMS, or sold directly by the hotel as required.

### Unique Service provider interconnect

Through our service provider and roaming partners, The Cloud can offer visitors Internet access via their existing service provider account, (e.g. BT Openzone or O2).

### Revenue management

The Cloud manages payments to the hotel from voucher purchases and the share of revenue from users with service provider accounts.

### The Cloud network

With The Cloud you are connected to one of Europe's largest WiFi networks and benefit from dedicated network monitoring and support for a wide range of user applications and devices.

*The key benefits of The Cloud service include:*

### Cost effective

Managed WiFi deployments are a cost effective way to bring seamless connectivity to a hotel, be it to specific areas or to an entire building.

### Flexible deployments

The Cloud's WiFi solutions can be deployed as a stand alone infrastructure or as an overlay to an existing type approved infrastructure.

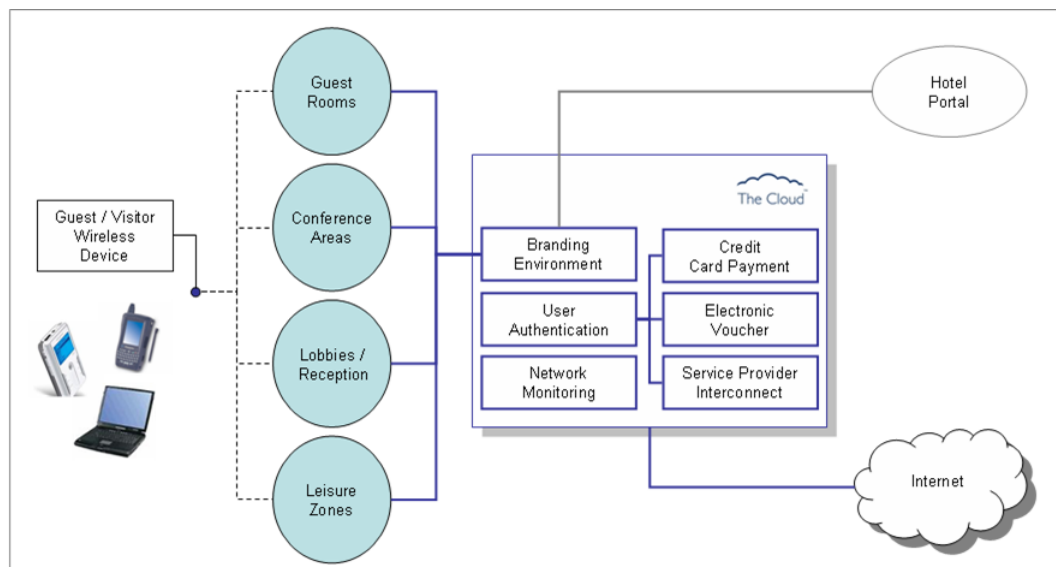
### Wired and wireless infrastructures

Through its partners The Cloud can design and implement integrated wired and wireless infrastructures.

### Future devices and applications

The Cloud protects your investment against advances in technology by continually upgrading the network's capabilities to cater for the next generation of applications and devices.

## Service overview



## An integrated solution

Hotel WiFi solutions from The Cloud are supplied and delivered in partnership with leading equipment and network infrastructure providers.

Type approved network infrastructure equipment ensures the integrity and robustness of the architecture, and The Cloud works with your chosen systems integrator to deliver the solution in your environment.

The Cloud provides a comprehensive Service Level Agreement to ensure that your service is operated to the highest standards. We provide:

- Full turnkey solutions including site survey, equipment provision, installation, maintenance and support
- Service management platform availability and functional integrity
- Service reporting and provisioning through online tools
- Network and security monitoring, support and ticket handling
- Legal intercept, privacy and liability management.
- Flexible financing options

## Further Information

For further information on how The Cloud can help you, please call sales on +44 (0)20 7467 6400 or send an email to: [sales@thecloud.net](mailto:sales@thecloud.net)

## Frequently asked questions

### Q: What are the benefits of WiFi?

WiFi is flexible, robust and proven technology. It is easy to implement, adapts to any building or outdoor environment, supports multiple devices, does not compromise on network performance, and is cost effective.

### Q: Why should I provide WiFi access?

Guests and conference organisers see reliable and easy to use broadband Internet as a key differentiator in determining their choice of hotel.

### Q: Why don't I just install my own guest access service?

The ability to develop and operate a full range of access solutions, including security monitoring would require new capabilities not central to the Hotel's operations and would prove cost prohibitive.

### Q: Why should I choose The Cloud?

The Cloud's core business is its carrier grade network and the fully managed guest access service that supports both public and private hotel applications.

### Q: How soon can I see a return on investment?

As soon as the service has been installed, activated and successfully tested, hotel guests and visitors accessing the internet will be generating revenue for you.