aruba
a Hewlett Packard Enterprise company

SOLUTION OVERVIEW

Enable amazing hospitality digital experiences from edge to cloud

BUILD A PREDICTABLE AND SECURE NETWORK INFRASTRUCTURE WITH ARUBA EDGECONNECT SD-WAN

After several month of closure due to the COVID-19 pandemic, the re-opening of hotels, restaurants and other facilities has become a key priority. The hospitality sector now needs to be more competitive in the Airbnb era, and needs to attract a younger generation (millennials, Gen Z) that are more tech-savvy.

To offer an improved experience, hotels are transforming themselves into "smart hotels". They provide enhanced technology services that range from free Wi-Fi, automated check-in and check-out, keyless door locks, guest services through a dedicated app to improved quality experiences for video streaming (Netflix, Amazon Prime Video), IP TV and VoIP, and even meeting rooms with videoconferencing capabilities.

Additionally, the hospitality sector is migrating their business applications to the cloud, including back office and guest management systems, so that the data center is no longer the central hub of all network connections. The need for more networking bandwidth is also increasing with the use of Internet-connected devices to control heating, lighting as well as point of sales and electronic payment transaction. Hotels also need to provide network security to their guests while ensuring compliance with PCI-DSS to secure credit card transactions and other relevant regulations.

The hospitality sector has specific networking requirements that traditional WAN struggles to meet such as cruise line requirements or remote resort locations.

The digital transformation in hospitality now requires enhanced networking capabilities that traditional MPLS lines can no longer sustain. Private lines are often complex and expensive compared to internet broadband and 5G connections.

Aruba EdgeConnect can help!

ARUBA SOLUTIONS FOR AMAZING DIGITALLY CONNECTED GUEST EXPERIENCES

Based on these above challenges, let's look at how adopting an advanced SD-WAN platform can help the hospitality industry tackle these challenges.

Improved network experience and cost reduction

Aruba EdgeConnect tunnel bonding feature combines multiple WAN transport services including MPLS, internet broadband and 5G to create a single, higher bandwidth logical link. It enables hotels to use internet instead of expensive and complex MPLS and get a similar performance as private lines. Internet and wireless links indeed often suffer from packet loss and jitter and are more prone to outages. With Aruba's EdgeConnect Forward Error Correction (FEC) feature, lost packets are automatically reconstructed. In addition, when load-balancing traffic between multiple WAN transport services using tunnel bonding, Packet Order Correction (POC) re-orders any packets that arrive out of sequence at their destination. Aruba Boost WAN Optimization also significantly accelerates the transmission of data by applying TCP protocol acceleration as well as data deduplication and compression. In times where cost savings is so important and guest experience and satisfaction is too, hospitality organizations need every advantage they can get.

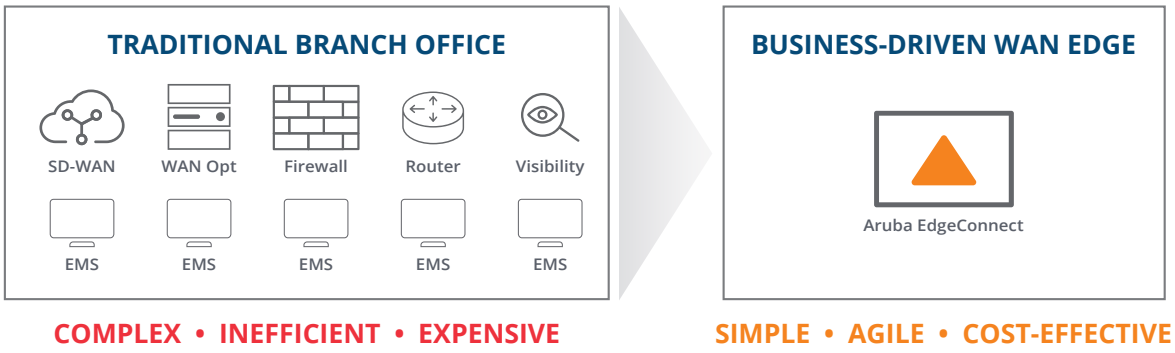

Figure 1: Aruba EdgeConnect enables hospitality organization to move from a complex architecture to a simple cost-effective network infrastructure

Integrated features and simple deployments

Aruba EdgeConnect SD-WAN helps reduce equipment sprawl in hotels, as it integrates a certain number of features that are generally scattered in multiple devices such as WAN optimization, routers and firewall devices. Additionally, Aruba SD-WAN is centrally orchestrated. With its zero-touch provisioning feature, settings, as well as security parameters, are automatically sent to remote locations so that it doesn't require any experienced IT staff to configure Aruba EdgeConnect at a local facility. Simplicity and speed to deploy not only saves precious IT time but is a cost savings and reduces IT headaches.

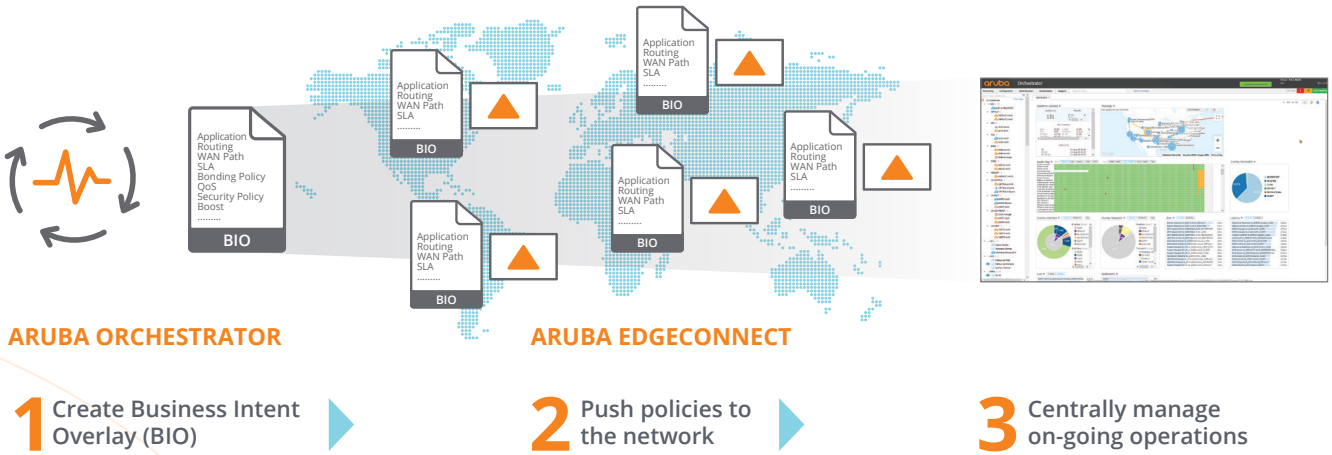

Figure 2: Simplify and accelerate deployments and improve with a top-down model and business-driven policies

Advanced automated security

With secure internet breakout, the EdgeConnect First-packet iQ™ feature identifies and classifies applications based on the first packet, enabling automatic traffic steering to the internet or to the data center according to security requirements. With this feature, hotels can build security policies that:

- send trusted cloud application traffic, such as Office 365 or UCaaS traffic, directly to the internet,
- send internet-bound traffic, including Salesforce, Facebook, YouTube, and web browsing traffic, to a third-party cloud-delivered security solution before it is handed off to the SaaS provider
- backhaul untrusted applications to the data center for advanced security inspection

Additionally, Aruba EdgeConnect embeds an app-user aware firewall, providing stateful capabilities that controls incoming traffic and blocks packets that do not belong to a valid session. The built-in firewall also uses deep packet inspection that checks both data packet headers and the packet payload. These advanced and automated security features ensure hospitality organizations can leverage the cloud applications needed for their business, while having the utmost confidence in security.

SUMMARY

Traditional and inefficient MPLS lines are no longer relevant to support digital transformation efforts in the hospitality sector. To attract and retain a new generation of tech-savvy travelers' hotels and hotel guest services should now provide a flawless digital experience. Aruba EdgeConnect is the foundation of this improved experience by virtualizing network links and providing private line like performance over the internet and wireless connections. In addition, Aruba provides a unified network infrastructure by centrally managing and monitoring WLAN, LAN and SD-WAN. Through central orchestration and zero-touch provisioning, the solution is easy to deploy and manage. It helps hoteliers ensure a secure experience for guests, staff, and visitors.

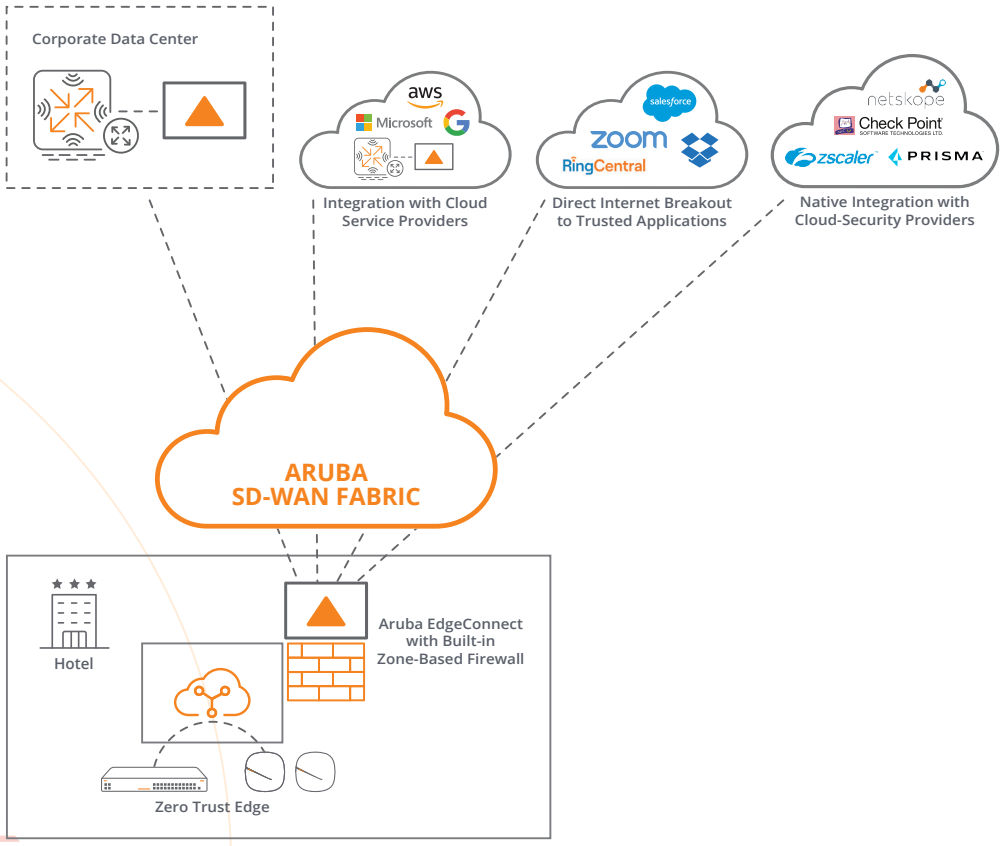

Figure 3: Automate orchestration based on application type and threat with Aruba EdgeConnect SD-WAN

KEY FEATURES & BENEFITS	
Provide an advanced network experience while reducing costs	
Higher performance and cost reduction	Aruba EdgeConnect SD-WAN combines multiple line protocols including MPLS, internet, 4/5G in a virtual link. It enables the use of efficient and flexible internet and 4/5G lines, instead of rigid and expensive MPLS lines at a lower cost and higher flexibility.
Use in limited bandwidth locations such as cruises	With its WAN optimization feature, data is compressed and deduplicated reducing the amount of data to be transferred. This is especially useful for remote resort locations or cruising ships that don't have access to large bandwidth connections.
Unified wireless and wired network experience	Completely integrated with Aruba Central that monitors Aruba access points and the wired network, Aruba Unified Infrastructure simplifies and improves IT operations with a cloud-native, uniform console for WLAN, LAN, and SD-WAN across campus, branch, remote worker, and data center locations.
Easily deploy new locations and monitor network activity	
Quick deployments	With zero-touch provisioning, Aruba EdgeConnect is easy to install and doesn't require an experienced IT staff in hotels. It is centrally orchestrated so that configurations and security policies are easily deployed in minutes to remote locations.
Full visibility	Aruba EdgeConnect provides specific details into SD-WAN health and performance. A health map provides an aggregated view of EdgeConnect appliance status and network health based on configured thresholds for packet loss, latency and jitter. Network operations are centrally monitored bringing a quick response to potential issues.
Cloud ready	Aruba EdgeConnect provides end-to-end connectivity to any of the public cloud providers by extending the SD-WAN fabric and deploying a virtual instance of EdgeConnect in any or all of the four public cloud providers. It avoids backhauling the internet traffic to a headquartered data center providing predictability and application performance.
Improve security and comply with regulations	
SASE at your own pace	Aruba EdgeConnect provides native integrations and automated orchestration with multiple cloud security vendors. It enables hoteliers to choose the best-of-breed SASE capabilities including CASB, SWG and ZTNA to build the best SASE architecture with Aruba EdgeConnect as the foundational element.
Micro-segmentation with zone-based firewall	Aruba EdgeConnect includes a zone-based firewall that segments the traffic into zones. Segmentation improves security and protects hotel data by splitting the network into subnetworks, limiting the spread of cyberattacks and malwares. It also helps reduce congestion and improve operations. For example, the customer network can be separated from the hotel operational network, or control systems such as HVAC, can be separated from financial transaction applications.
Compliance with PCI DSS	Aruba EdgeConnect helps comply with the PCI DSS standard (Payment Card Industry Data Security Standard) by providing an embedded firewall and encrypted transmissions.

ADDITIONAL RESOURCES:

- Hospitality Networking Solutions
- Why Hoteliers Choose Aruba
- Edge to Cloud Security in Hospitality
- Enable a Five-Star Experience with Aruba
- Aruba ESP in Hospitality

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