AppLogic NETWORKS

AppLogic Networks for Hospitality Solution Providers

KEY BENEFITS

- Better optimization of limited bandwidth at hotel properties,
- Increased network team agility and efficiency to reduce operational costs
- Greater personalization of customer plans to drive new revenue streams
- Higher guest and client satisfaction via better managed networks
- Lower operational costs via large-scale centralized management of properties
- Meet customer SLAs specific to their plans while ensuring high QoE
- Faster issue troubleshooting & problem resolution leading to higher customer satisfaction
- Increased security coverage to reduce risk exposure

SMARTER, MORE MANAGEABLE HOSPITALITY NETWORKS

The network operations teams for hospitality network Managed Service Providers (MSPs) have the unenviable challenge of managing some of the most complex networks anywhere. They face numerous challenges in balancing the needs of their various clients and diverse properties geographically spread out. Many hospitality MSPs are turning to AppLogic Networks' Enterprise Solution to give them the visibility and optimization they need to better manage their networks, deliver services that keep customers happy, and lower their costs.

HOSPITALITY MARKET DYNAMICS

Specific to the hospitality market, there are a number of key trends in hospitality technology and network services:

- **IPTV and streaming** – There is a strong movement to IPTV services and guests using their own streaming services increasing bandwidth consumption at 25-30% per year.
- **Network criticality** – Business events and travelers require highly reliable networks without congestion and delays which is essential to customer satisfaction.
- **Mobile and digital services** – New mobile/digital services such as smart rooms, mobile keys and mobile check-in require reliable networks services and use of IoT devices.
- **Cloud migration** – Many traditional hotel services including PMS, reservations, and unified communication are moving to the cloud, creates a very different connectivity requirements.

NETWORK OPERATION CHALLENGES

Hospitality network Managed Service Providers (MSPs) typically have highly diverse customers with differing requirements and have to meet very strict Service-Level Agreements (SLAs) and contractual terms. The network operation demands on hospitality MSPs are many and they include:

- Optimizing network traffic and use – Optimizing limited bandwidth networks requires blocking and filtering unneeded application traffic, prioritizing critical business apps and events, and offering tiered plans and quotas for guests.
- Meeting customer SLAs – This includes optimizing the network traffic by plan, including speed and quotes, eliminating congestion, and optimizing by network service.
- Greater visibility – MSPs require the ability to gain greater visibility in their network services and operations to monitor client usage and SLAs, and troubleshoot problems.
- Network security – in a Bring Your Own Device (BYOD) world securing and managing foreign devices, monitoring and blocking unknown traffic, and detecting traffic anomalies is critical.

The network operations teams at hospitality MSPs are struggling with ways to better control and operate their networks to meet these needs as well as ensure the security and proper use of the network.

APPLOGIC NETWORKS' ENTERPRISE SOLUTION

The AppLogic Networks Enterprise Solution provides the three key components required for success IoT network operation – network observability, network optimization, and network security – all in a single, integrated solution. This integrated solution ensures the network operates smoothly, efficiently and securely at all times.

The underpinnings of the solution are driven by AppLogic Networks industry-leading application identification and classification, AppQoE network data and real-time policy management technologies that have helped provide visibility into and optimize some of the largest networks in the world.

Figure 1
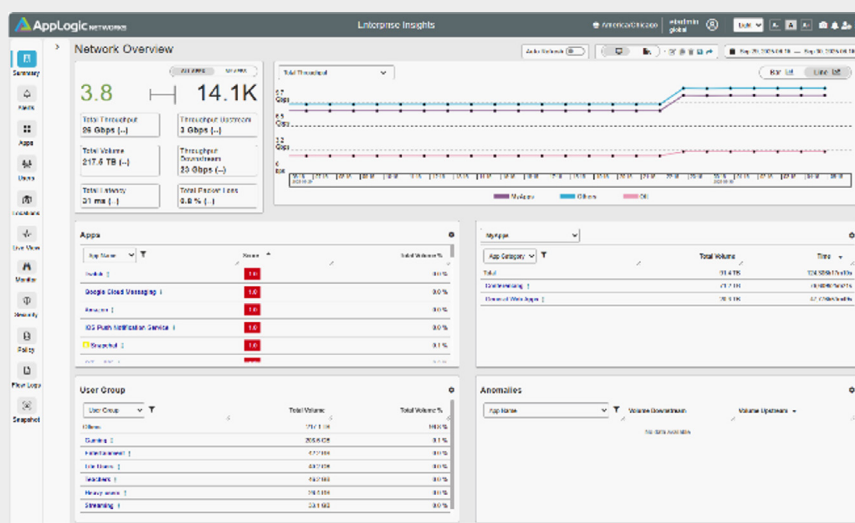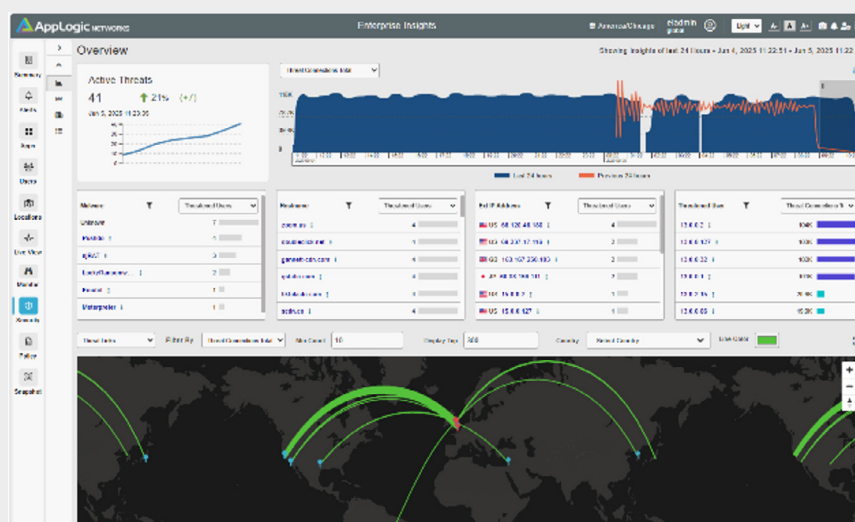
Enterprise Insights Network Overview

Figure 2

Enterprise Insights Network Security Overview

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UNIQUE VALUE FOR HOSPITALITY SERVICE PROVIDERS

DYNAMIC TRAFFIC MANAGEMENT
- Manage limited bandwidth resources at properties for most cost effective use,
- Define, manage and deploy personalized plans and policies,
- Easily apply at-scale common acceptable use policies,
- Manage and optimize mix of guest, event, and internal traffic,
- Secure and control IPTV and other device traffic,
- Dynamically activate traffic management for heavy usage clients

360° OBSERVABILITY
- Highly actionable insights, anomaly detection and alarm to monitor network performance,
- AI-powered network traffic and performance data exploration and insights to speed troubleshooting,
- Real-time insights into bandwidth, latency and 16 other critical metrics on the network,
- Highly contextual insights across apps, content, clients/users, and locations to identify what is being affected and troubleshoot problems

NETWORK SECURITY
- Identifies and eliminates network threats that slip past firewalls (often in encrypted traffic) before they breach critical systems,
- The detection of network traffic anomalies and policy violations and blocking of suspected traffic,
- Unique identification of network traffic threats such as flow masquerading, DDoS attacks, address and port scanning, and flow and SYN flooding,
- Highly descriptive and deep metadata around threats to report and track threats that can be integrated into existing SIEMs

MANAGING AT-SCALE
- Multi-site observability and client monitoring that spans multiple site within a client and across all clients,
- Flexible deployment options within the MSP data center or on their private cloud,
- Unique connection classifiers that enable policy templates that can handle most common network policy types,
- Scalable deployment and management of policies across many properties and multiple clients,
- Rich APIs for custom deployment scripts and home-grown tool integration

PERSONALIZATION
- Increase the number and type of personalized guest and client plans,
- The ability to apply plans to network policies that manage network usage across property locations, Wi-Fi, users and devices,
- Agile deployment model that can bring up, tear down and re-deploy policy plans on-demand
- Monitoring and analytics on customer usage within plans to ensure plan quotas and SLAs are met

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ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit **https://www.applogicnetworks**.com or follow AppLogic Networks on X **@AppLogic Networks**.

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