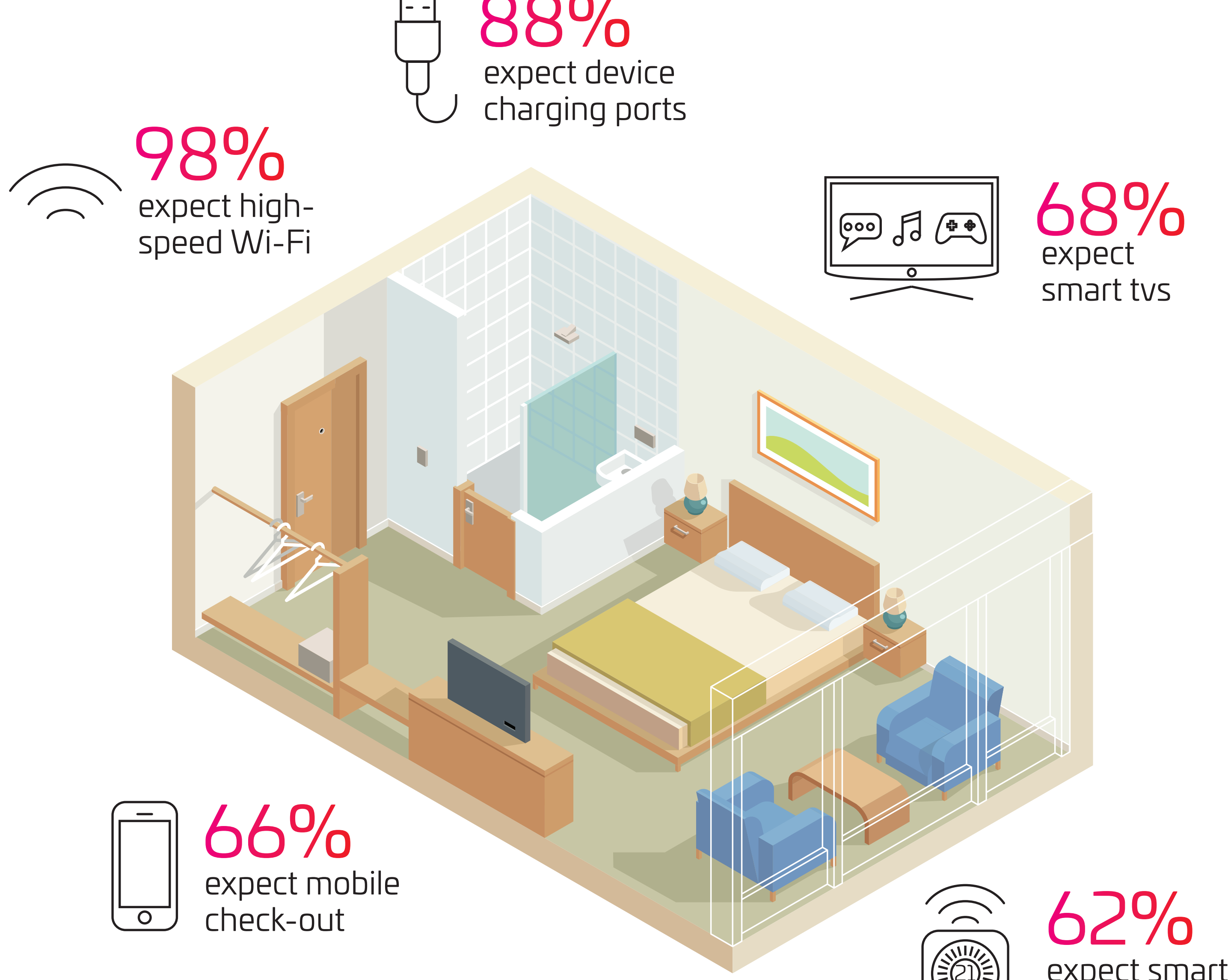




## A CLEAN ROOM AND COMFORTABLE BED ISN'T ENOUGH ANYMORE

Research shows today's hotel guests are digital-first throughout the journey. Today's travelers expect a room with all the bells, whistles *and* connectivity!

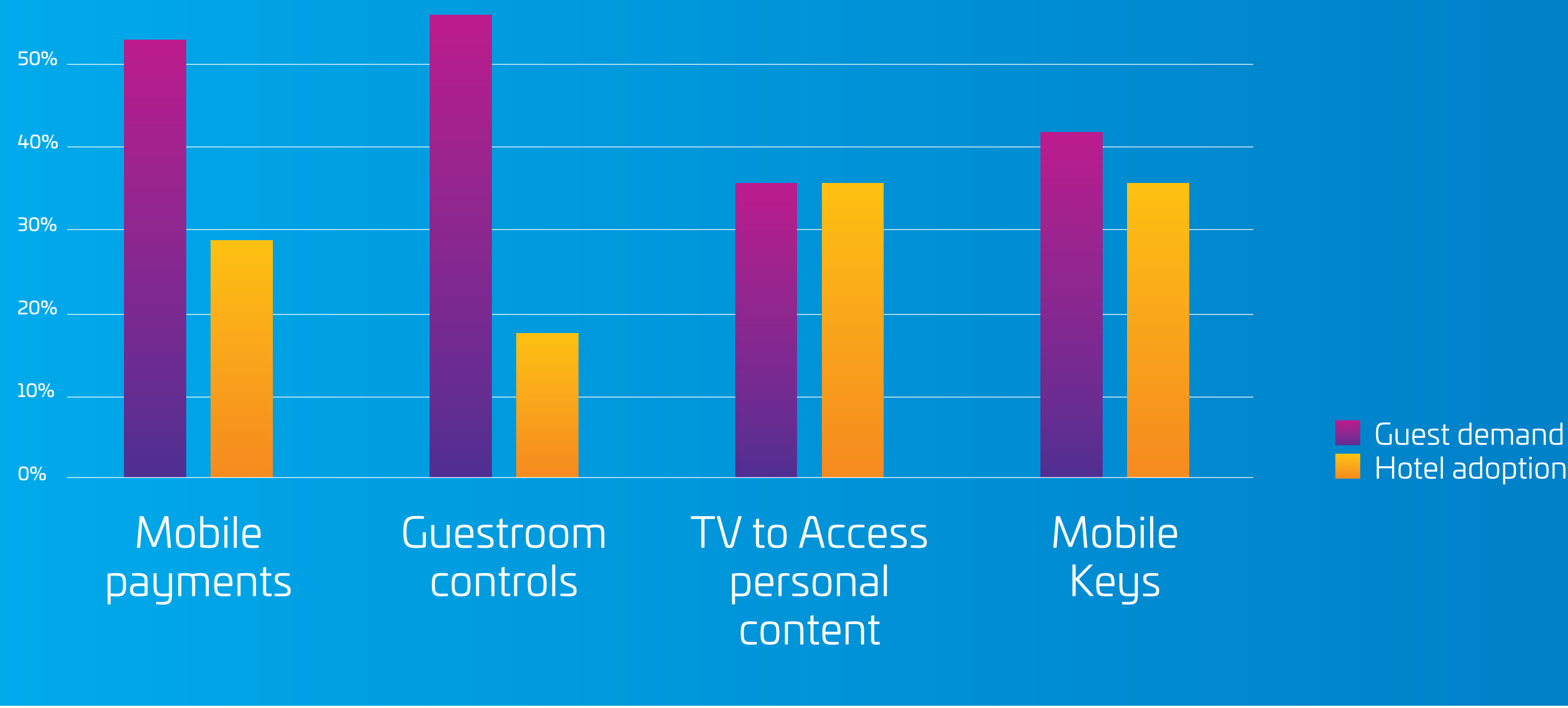


"All companies are becoming technology companies to some degree, and this is especially true in the hospitality industry."<sup>ii</sup>

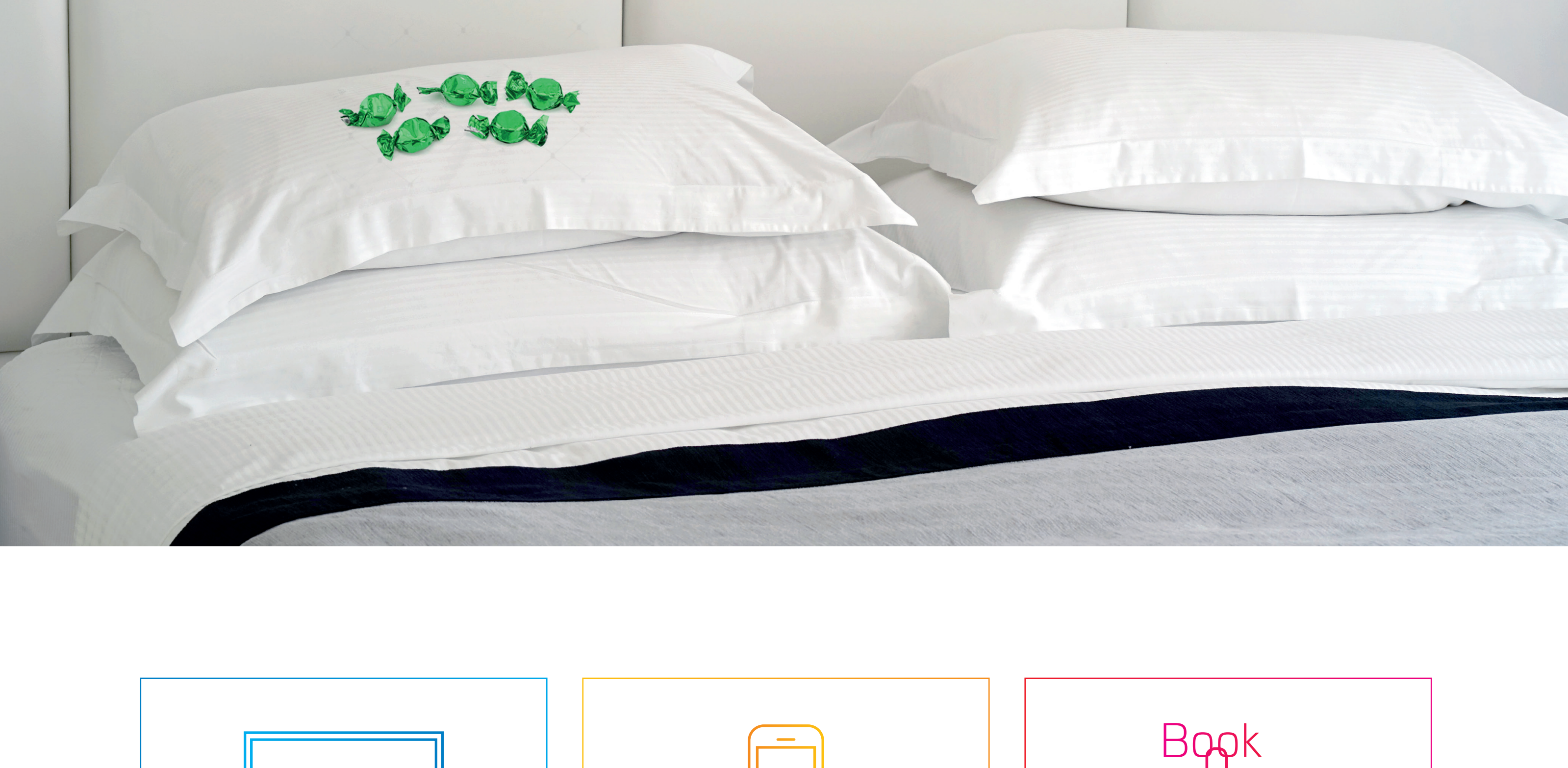
Source: OpenKey

## Guest demands for hotel technology are outpacing hotel services...

Tech applications demanded by guests



## Hoteliers who can deliver are reaping big benefits



## Going beyond customer experience, straight to the bottom line

Customer-facing applications feed revenues, but hoteliers who don't use it to trim costs are missing out.

### Toward five-star profitability

- Big data enables better expense management and forecasting
- IoT-powered smart room controls Lower utility cost
- AI-enabled virtual concierge reduces staff requirements
- Predictive analytics enables radical personalization
- Ubiquitous in-building cellular decreases maintenance times and cost

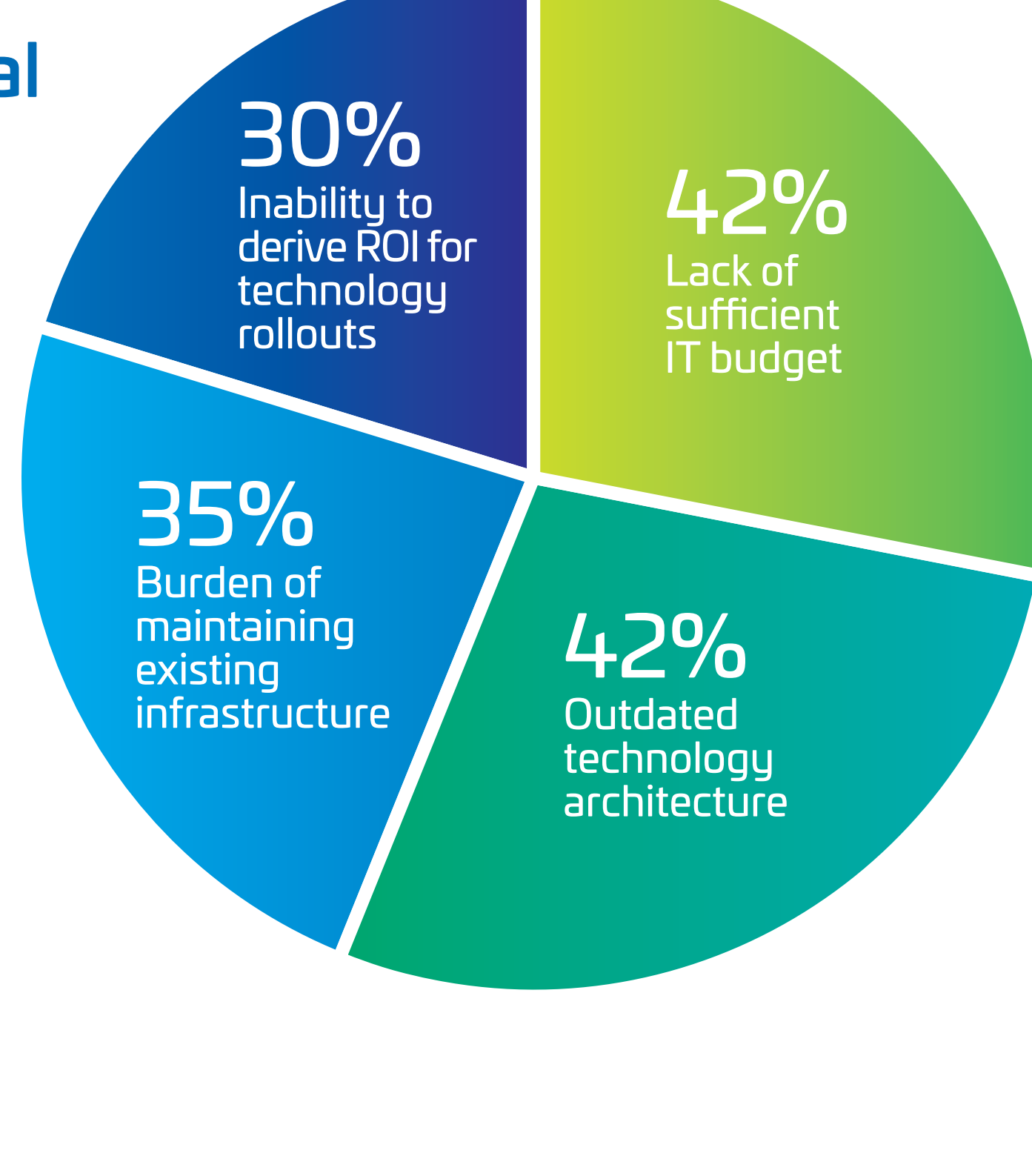
## What's holding hotels back?

Despite growing customer expectations and operational benefits, hoteliers are hesitant to commit to a major IT spend.

**54%** plan to increase IT budgets next year vs **71%** in 2018.<sup>vi</sup>

**42%** will hold spending steady in 2019 vs **20%** in 2018.<sup>vi</sup>

Yet, by 2020, **73%** of hotels expect their networks to be strained by guests streaming content.<sup>vii</sup>



## Focus on the basics—a scalable, profitable infrastructure

"Outdated technology poses a huge challenge for organizations. Legacy technologies often create data silos that prevent managers from having a comprehensive view into their business."

Infrastructure must support customer-facing applications like machine-to-machine communications (IoT), big data analytics for greater operational efficiency and ubiquitous mobility—not only for staff and guests, but to aid first responders during an emergency.

### Involve the right people

Engineering, operations, risk management, loss prevention, communications and IT all must work together to determine the best solutions for their hotels.

### Check the boxes

- ☒ Fiber-to-the-room provides bandwidth for smart tvs, streaming services and more
- ☒ 10Gb switching ensures headroom for growth as mesh networks evolve
- ☒ Low-voltage converged networks support Wi-Fi, IoT networks, cellular mobility
- ☒ Structured cabling provides highest network reliability and maximum scalability
- ☒ Technology-agnostic mobility—cellular and Wi-Fi—connects guests, staff and facilities
- ☒ In-building cellular with public safety frequency support aides emergency response

## There's more ROI in your infrastructure than you think

Investing in your property's IT infrastructure for the long term enables you to

- Consistently meet and monetize customer expectations as they evolve
- Adopt cost saving technologies such as AI, IoT, and smart room control
- Mine big data and run predictive analytics to improve management practices
- Increase your property's resale value for maximum return, when the time is right

## Choose your partner carefully. CommScope has the full range of infrastructure solutions:

- Copper and fiber cabling, PoE, powered fiber and the connectivity to bring it all together
- Automated infrastructure management to monitor and manage it all in real-time
- Wi-Fi and cellular mobility platforms to keep customers, staff and facilities connected

Plus, the experience and vision to keep you prepared for whatever is next. For more information, visit us at: [www.commscope.com](http://www.commscope.com).