



Go Beyond Guest Wi-Fi

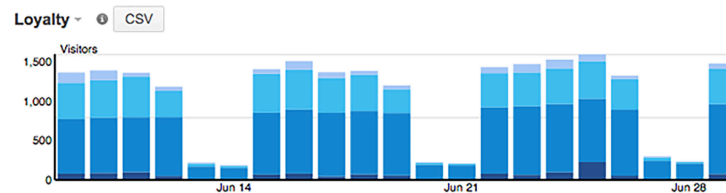
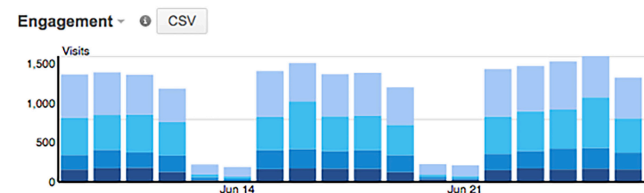
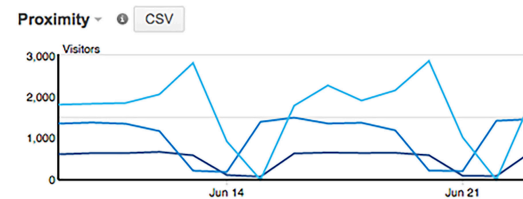
Insights let you deliver the ultimate personalized experience

More than just an access point

Fast, reliable guest wireless is essential for today's hospitality industry, and we've got you covered with an array of indoor and outdoor access points. But the Meraki solution offers so much more, like out-of-the-box location analytics to better understand guest behavior and foot traffic; integrated Bluetooth Low Energy to seamlessly interface with iBeacon™ apps and allow for location-aware experiences; the ability to easily manage all components of your network from a single, web-based dashboard; and the unlimited scalability of Meraki cloud management.

Out-of-the-box analytics for actionable insights

- Easily measure guest foot traffic, dwell time, and repeat visits across hotel properties or within specific areas inside buildings
- Quickly answer questions like: how many guests use your facilities on a daily basis? Are gyms more popular at certain properties? How many people spent over an hour in the lobby bar last Thursday? How many guests return weekly — and should be targeted for VIP promotions?
- Use location data to make informed decisions about staffing, event or conference displays, advertising — even future AP placement
- Integrate raw, real-time data with business intelligence systems and perform deeper analysis using Meraki's built-in API



Get started with a risk-free trial at
meraki.cisco.com/eval

"The Cisco Meraki partnership has been critical for us in enabling these new business experiences that really have been a key differentiator between our hotels and those of our competitors."

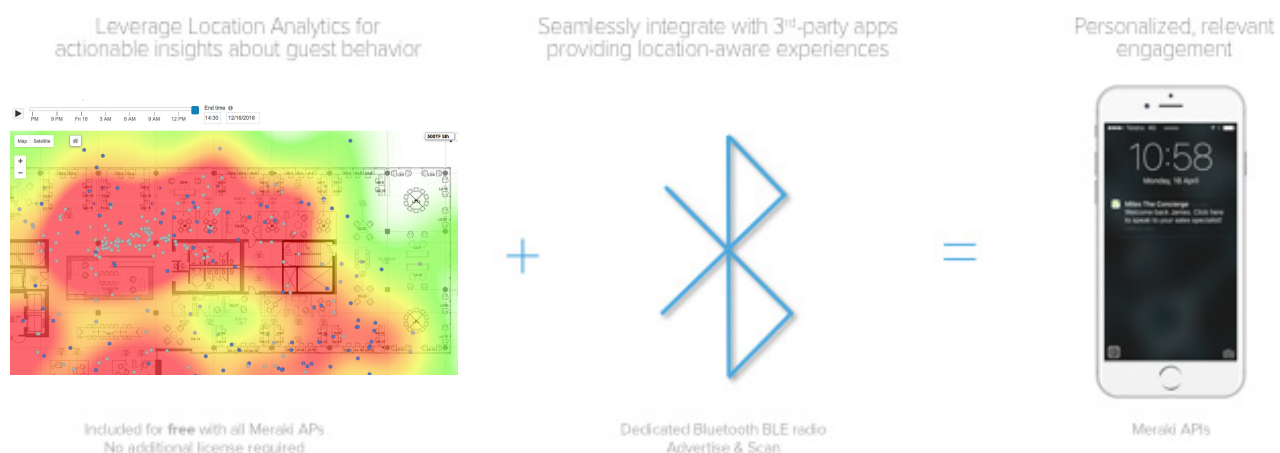
— Jeff Eckard, VP, Americas Technology, Intercontinental Hotel Group

Meraki wireless: a launchpad for next-generation services

An extensible technology platform

The devil is in the details: your guests want a unique and memorable experience, but to deliver those moments of delight consistently and at scale you'll want to leverage technology for the highest quality, most cost-effective outreach.

Enter Meraki. In addition to built-in Location Analytics, Meraki access points have an integrated Bluetooth Low Energy radio that allows seamless integration with location-aware, context-aware applications. Combined with Meraki's APIs and rich developer ecosystem, a Meraki wireless infrastructure becomes a platform for deploying services that promote guest loyalty, empower your hotel staff, and help lower costs.



The MR30H for in-room service

Our MR30H wireless access point sports 802.11ac Wave 2 and features an integrated, 4-port gigabit switch with an 802.3af POE out that's perfect for:

- Powering IP-enabled devices like VoIP phones, IPTVs, or even mini-bars
- Extending network access and customizable experiences — such as splash pages, application prioritization or throttling, and 802.1X or MAC-based authentication — to wired clients



A rich developer ecosystem

Whether it's automation, analytics, mobile apps, splash pages, social logins, single sign-on, location-aware Bluetooth engagement, or more — chances are, the Meraki developer community has a solution that easily integrates with your Meraki wireless infrastructure.

- 1,000 registered developers
- 10,000 API integrations
- 50 Meraki-certified solutions

NEVOTEK

eleven

purplewifi

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turnstyle JULY

bluegr
HOTELS & RESORTS

motel
6

THE CLIFFS
resort

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