

Hospitality Connectivity & IT Infrastructure **Playbook**



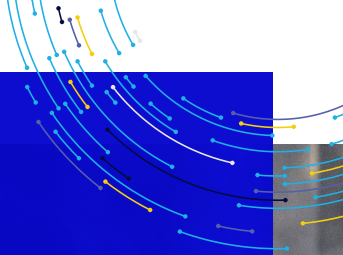
Delivering a superior guest experience from end to end starts with a **solid IT foundation.**

The “one-size-fits-all” approach does not work when selecting IT infrastructure services intended to keep hospitality organizations ahead of the competition. Having the right combination can be a competitive differentiator, but it’s important to choose wisely. With so many options, analysis paralysis can set in fast.

Let the nature and purpose of your business be your guide.

There’s one thing successful organizations all have in common: a winning technology game plan focused on connectivity, cybersecurity, voice, cloud, and colocation. We created this playbook to help you sort through the noise.





A Winning Technology Lineup.

Choosing the right IT foundation for your business is critical. Given the high stakes, it can also be intimidating. There are many options to build your foundation across four key domains.

THE PLAYING FIELD



CONNECTIVITY

The foundational network elements used to ensure patients, providers and administrators can effectively communicate.



CYBERSECURITY

Robust security solutions to protect sensitive data and critical systems from accidental exposure or malicious exploitation.



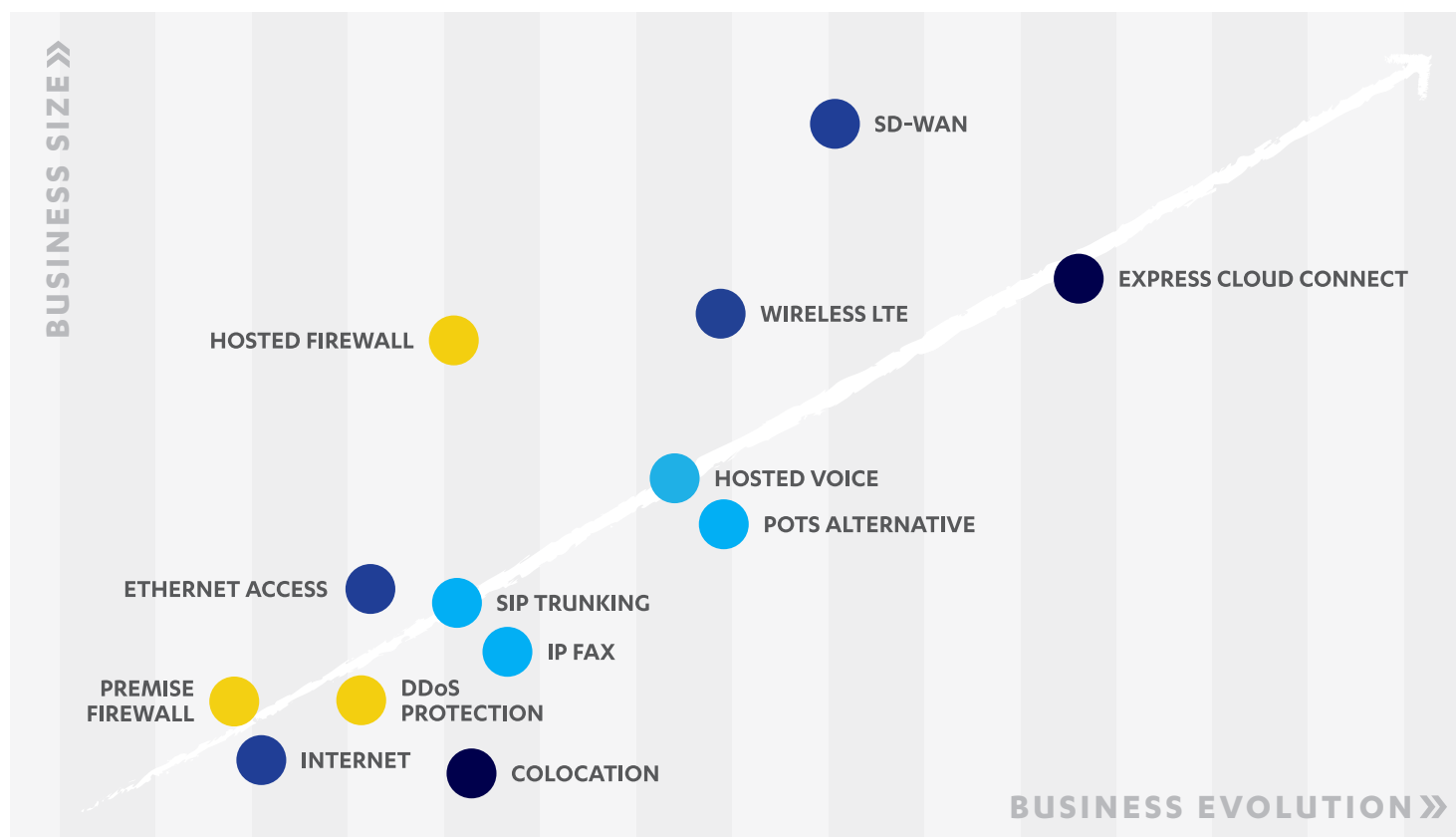
CLOUD & COLOCATION

Secure, reliable data center solutions for traditional and hybrid environments, and a fast, dedicated connection.



VOICE

Combined voice and data solutions and tools to enable shared, seamless conversations across multiple platforms.





Big or small, hospitality organizations are judged by the quality of experience they deliver. Staying ahead of trends and exceeding guest expectations requires fast, secure, high-quality IT solutions.

- Reliable guest Wi-Fi for seamless connectivity
- High-quality streaming and digital entertainment to enhance guest enjoyment
- Fast, secure payment processing at POS and guest check stations
- Streamlined communication across departments and with vendors
- Mobile apps for customer engagement and business loyalty programs
- Self-service options for online ordering and guest sign in reservations
- Efficient, secure operations to maintain business resilience and connectivity

Achieving these strategic goals drives growth while supporting regulatory compliance and business continuity. A robust IT infrastructure must be flexible enough to meet evolving demands, scalable to handle growing data needs, and secure enough to protect against threats.

USE CASE 1: Large Hotel and Resort Operation

Your guests have high expectations, and the quality of your IT directly impacts the quality of their stay. Every interaction is an opportunity to delight them, and the right internet and technology solutions can help you go above and beyond.

● **CONNECTIVITY: Internet**

- From handling business operations to supporting high-quality content streaming, fast, secure, dedicated connectivity keeps large volumes of data moving with symmetrical upload and download speeds.
- The devices your staff and guests depend on require a secure and reliable wireless connection without the hassles caused by dead zones and network congestion.

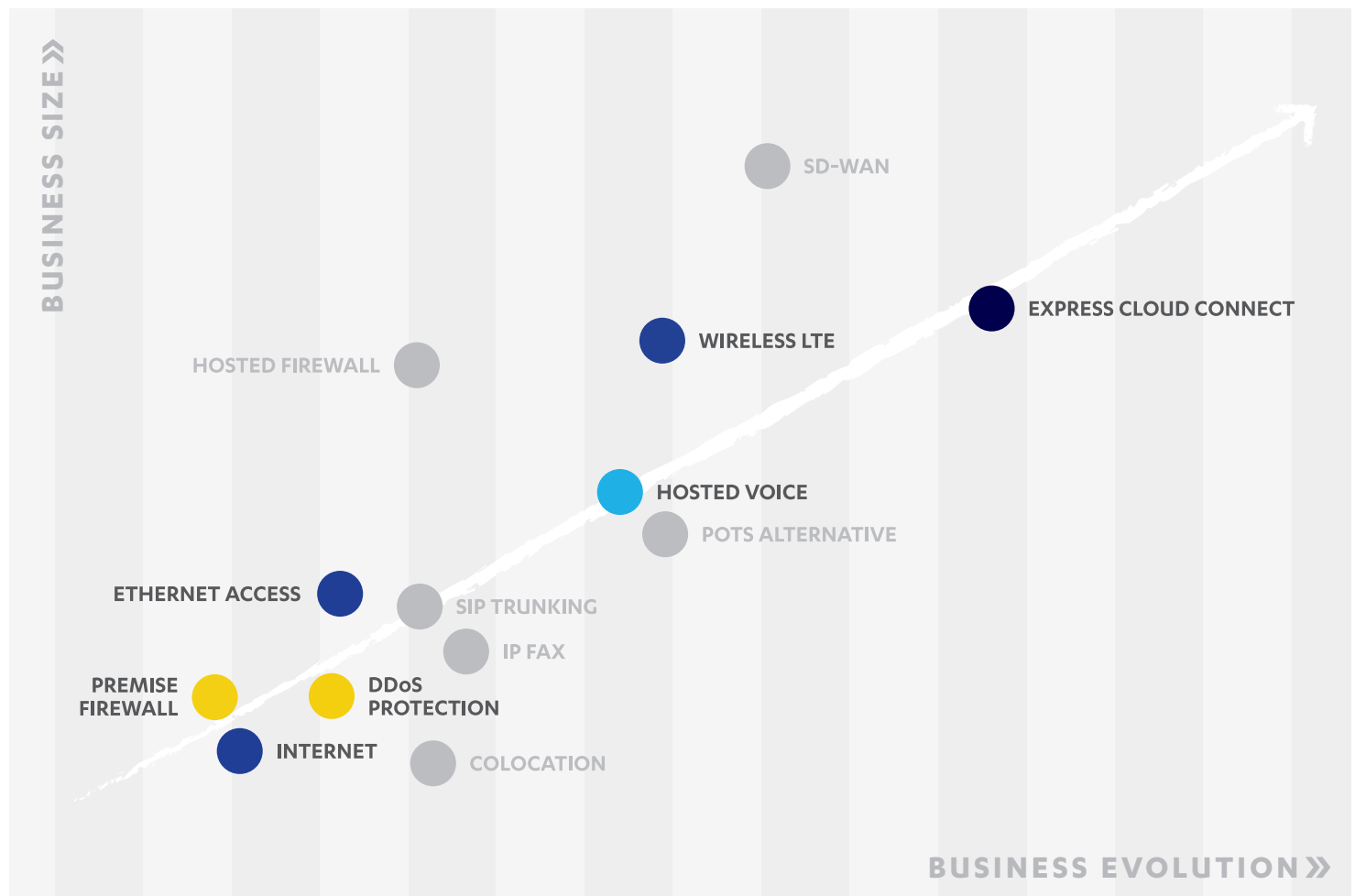
● **CYBERSECURITY: Firewall + DDoS Protection**

- Securing your business and customer data from bad actors starts with strong network perimeter defenses designed to help prevent a breach.

- Your website is one of your most visible assets. It's also a bullseye for cyber attackers looking to divert attention from other more devious cyberattacks. DDoS protection deters malicious traffic automatically so you can maintain your digital presence without distractions.

● **VOICE: Hosted Voice**

- From room service orders to booking reservations to communicating with vendors, phone calls are an essential touchpoint in the hospitality industry. Hosted voice technology provides crystal-clear call quality, ensuring you send the right message and your guests stay connected.



USE CASE 2: Multi- Location Restaurant Chains

Success in the dining industry is built on quality of service and customer experience. Restaurants with multiple locations rely on a solid IT backbone to keep everything running smoothly from the business office to the front of the house and everywhere in between.

● **CONNECTIVITY:** SInternet + SD-WAN + Wireless LTE

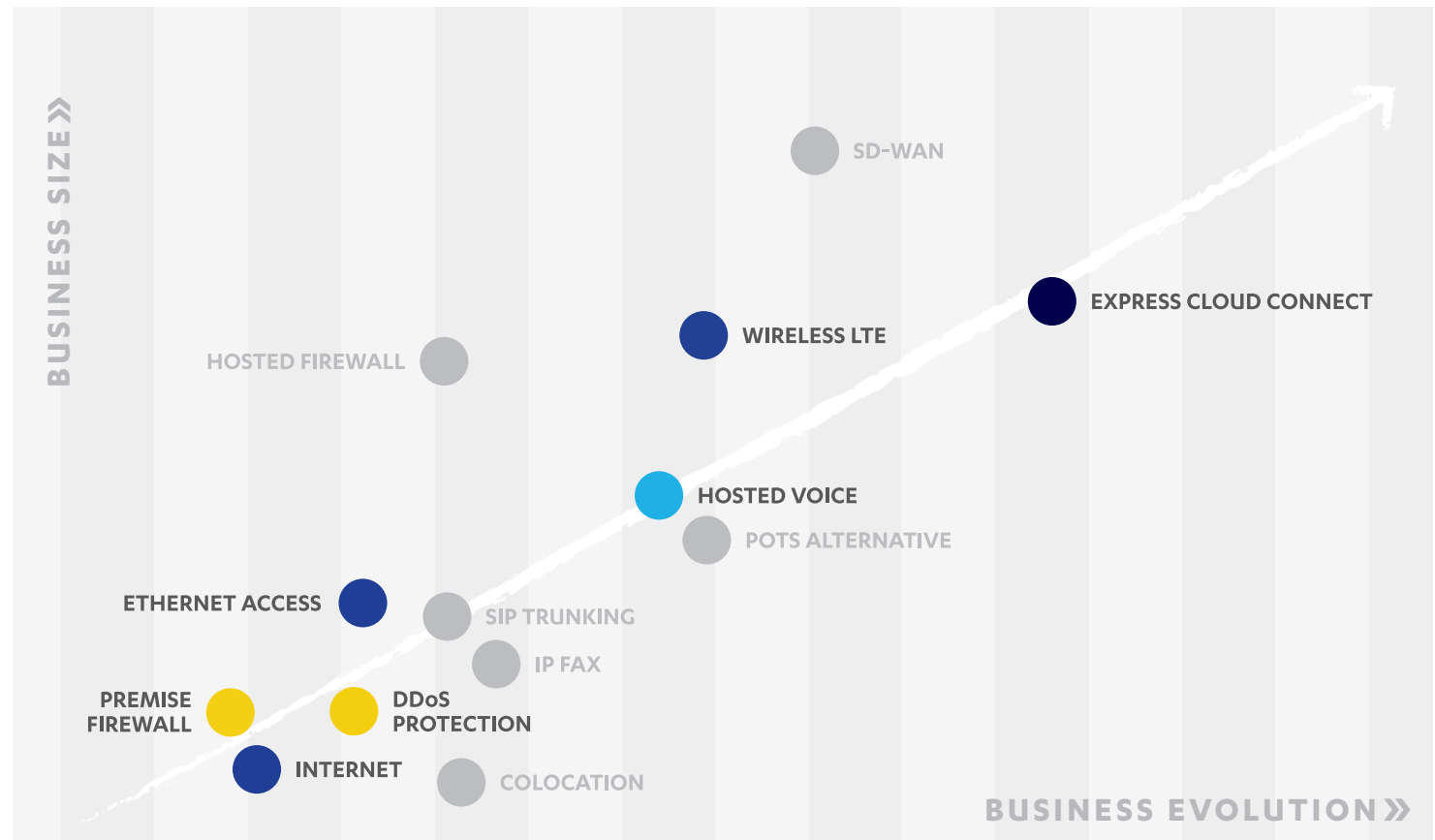
- POS terminals process hundreds of transactions daily, from order management to credit card payments. Reliable, encrypted communication—available even in remote locations—keeps business-critical data secure and customer traffic flowing smoothly.
- Tablets have replaced paper pads for servers, and QR codes allow guests to access digital menus on their smartphones. The flexibility of handheld devices depends on a stable connection.
- For mobile food service and catering in hard-to-reach areas, Wireless LTE ensures connectivity wherever your business takes you, with backup options for added reliability.

● **CYBERSECURITY:** Firewall + DDoS Protection

- Sensitive information exchanged across multiple locations needs the highest protection. Strong firewall defenses across your network prevent unauthorized access to business and customer data.
- Bad actors often target websites to disrupt operations. DDoS Protection blocks malicious traffic, ensuring your digital presence stays active and secure.

● **VOICE:** Hosted Voice

- While some guests prefer online reservations, others enjoy the personal touch of a phone call. Maximizing every call's potential requires the reliability and quality of a digitally powered Hosted Voice service.



What's **Your Play?**

These are the most widely used connectivity plays successful hospitality organizations swear by. Refer to this playbook every time you're thinking of adopting new technologies and use these plays as building blocks to put together your technology game plan. It can help you think through every move to ensure your business is set up for success.

The plays contained in this document address broad use cases. Some products in a play may not be ideal for specific use cases or situations and some products not included in play may work better for other business scenarios.

Segra offers a broad portfolio of technology services and will help you design a winning technology game plan tailored to your unique business needs.

Let's start a conversation today.