

Lo stato dell'arte del Wi-Fi in ambito Enterprise e Hospitality

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Le nostre credenziali

- **6M** di radio spedite worldwide, **\$1.5B** di prodotti installati
- **500** dipendenti che coprono **140** paesi
- Modello di business a 2 livelli: **3,200** di partner nel mondo che forniscono a piu' di **10,000** clienti
- Reinvestimento del **20% anno su anno** del fatturato in **R&D**
- Capacita' di reinventarsi ogni **3 anni: 65% delle vendite** derivano da prodotti inseriti a portafoglio negli ultimi 30 mesi
- **60% CAGR** sui nuovi prodotti lanciati dal 2014 in poi

Network Management
&
Controller

Licenses Support
Warranty Services

Planning Monitoring
Inventory Management

Point to Point PTP
Many kilometers

Point to Multi-Point
Multiple locations, Kms

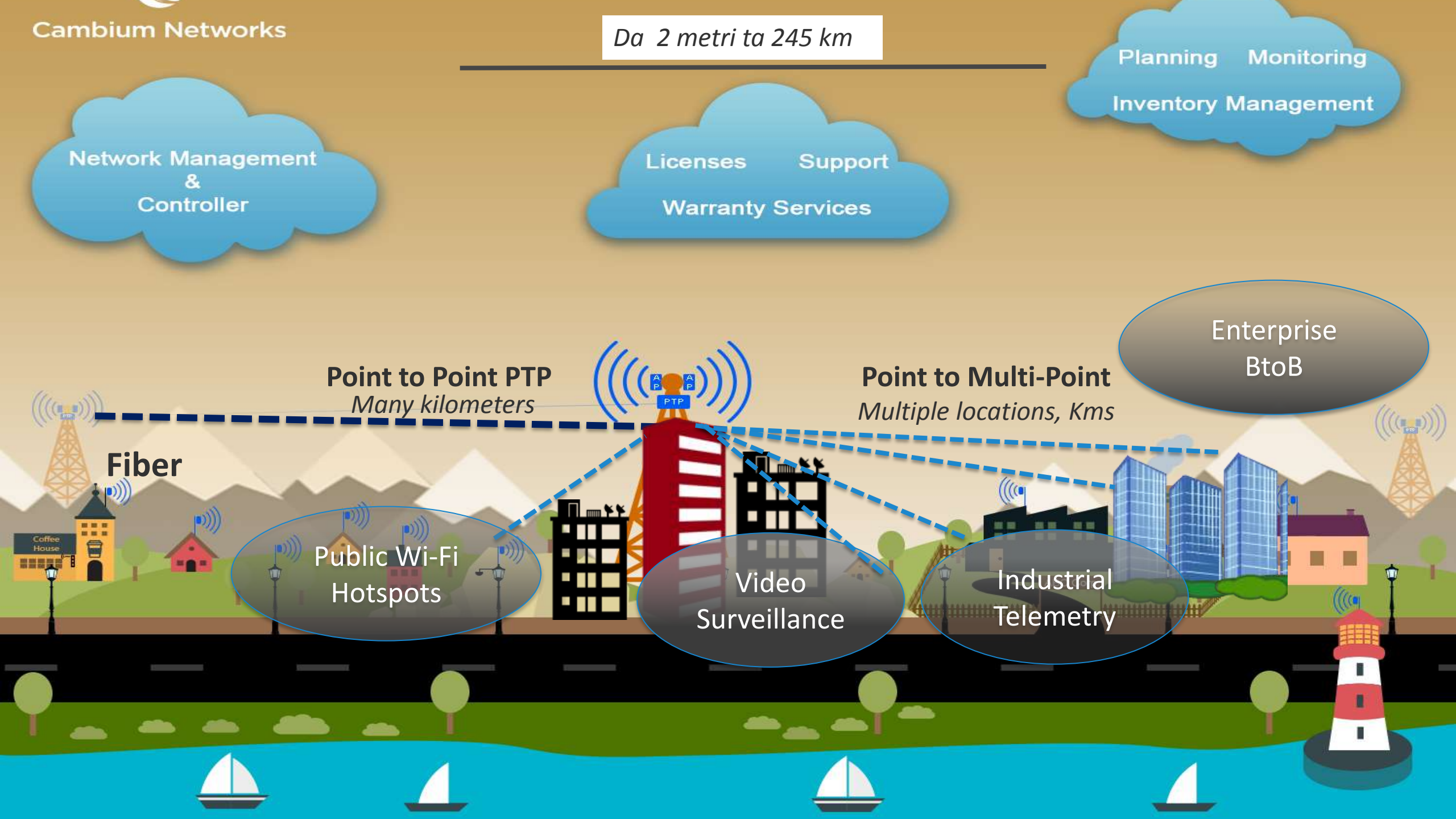
Enterprise
BtoB

Fiber

Public Wi-Fi
Hotspots

Video
Surveillance

Industrial
Telemetry



38% of 2-year-olds
use mobile devices.

La tecnologia e' in continua evoluzione

Average age for first
cell phone is now 13.

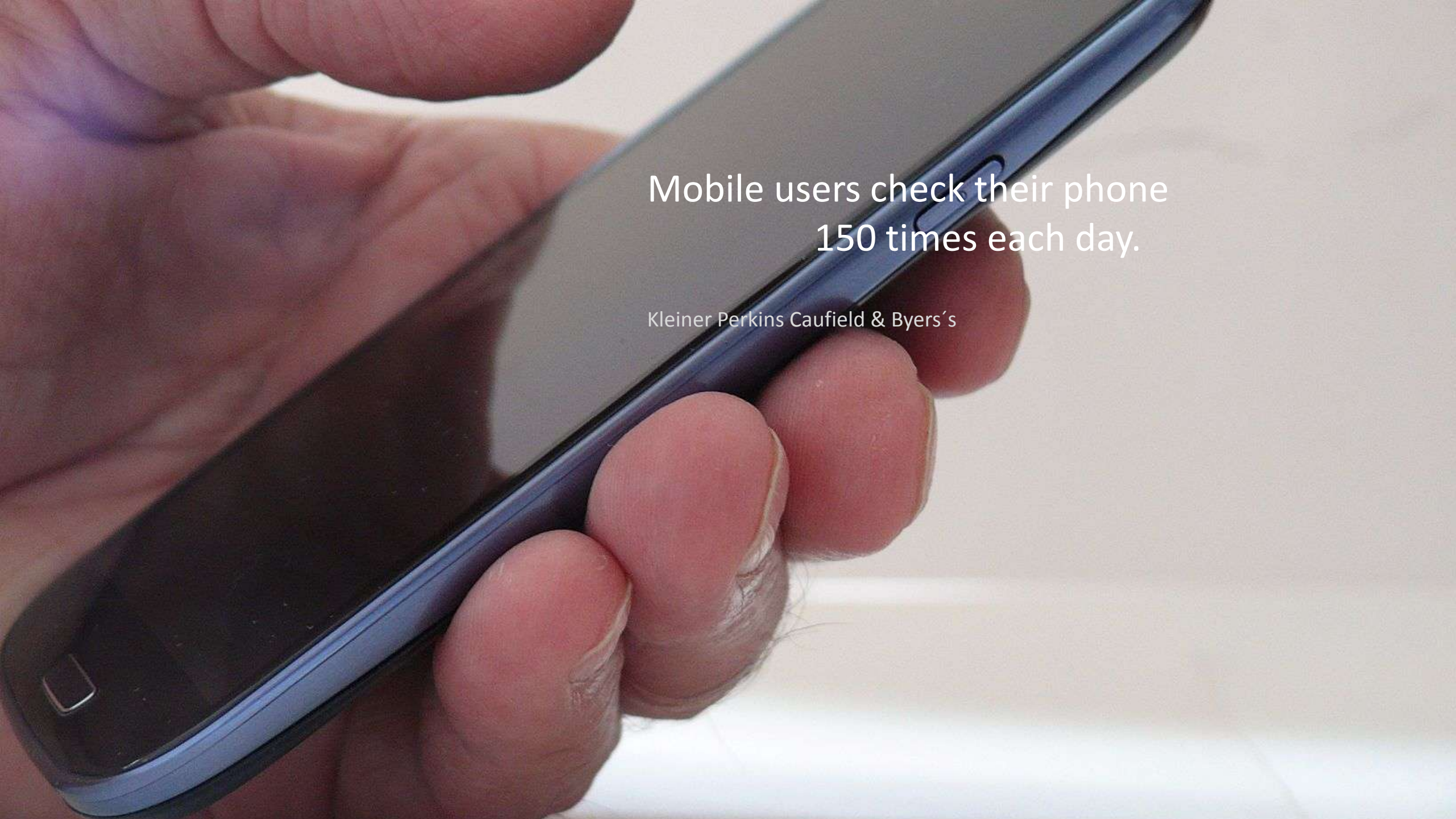
Common Sense Media, SAP



There will be more than 7 billion
new Wi-Fi enabled devices
in the next 3 years.

Sys-Con



A close-up photograph of a person's hand holding a dark blue smartphone. The hand is positioned diagonally across the frame, with the thumb at the top left and the fingers gripping the back of the phone. The phone's screen is dark and reflects some light. The background is a plain, light-colored surface.

Mobile users check their phone
150 times each day.

Kleiner Perkins Caufield & Byers's

The time is right! - Cloud Managed Wi-Fi Solutions

802.11ac Wave 2 + Managed Services from the Cloud

cnPilot 2.0

The cnPilot Solution

	INDOOR 802.11ac ENTERPRISE				OUTDOOR 802.11ac ENTERPRISE		
Enterprise Access Points				 			
	E400 2x2 Omni 802.11ac wave 1	E410 2x2 Omni 802.11ac wave2	E600 4x4 Omni 802.11ac wave2	E430W 2x2 Wall plate 802.11ac wave2	E500 2x2 Omni 802.11ac wave1	E501S 2x2 120° Sector 802.11ac wave1	E502S 2x2 30° Sector 802.11ac wave1
Controller	 cnMaestro Cloud Controller				 cnMaestro On-Premises		
					 autoPilot AP controller		

cnPilot Solutions – 3 key Pillars

Frictionless Rapid Operations

ezTouch
ezAccess
ezDetect

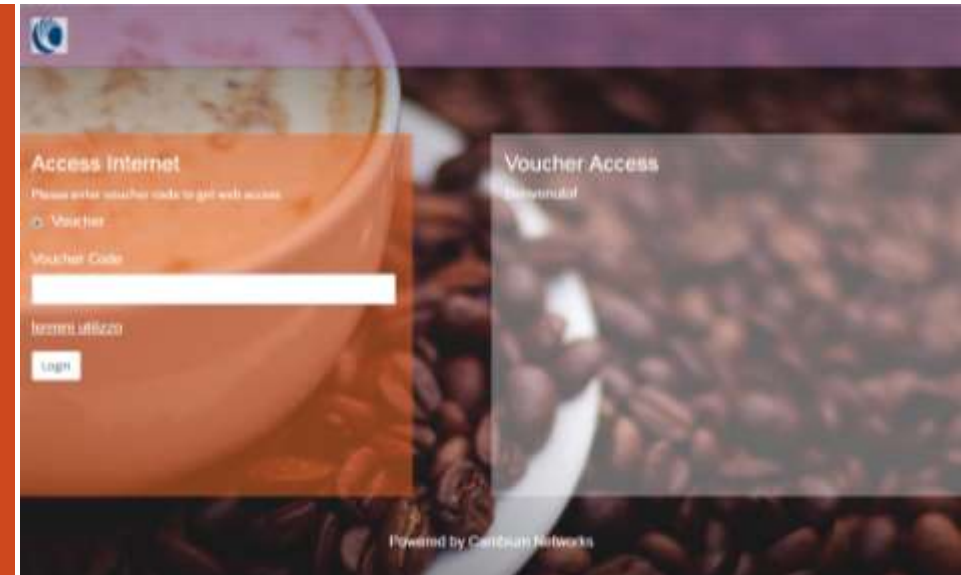
Adaptive Architecture

autoTune
autoRF
autoPilot

Affordable Quality

Price for
Performance

cnPilot for Hospitality



FOCUS ON Hospitality market

- Hospitality market in Italy
 - #1 in Europe and #4 Worldwide (after USA, China and Japan) in terms of rooms number*
 - #2 in Europe in terms of overnights*
 - High season duration: 12 months
 - Business 40%
 - Tourism 60%
 - 14,3% Growth in 2016

Stars	# of Hotels	# of Guest Rooms	# of Beds
5	362	28.679	61.484
4	5.083	336.937	706.383
3	17.953	565.734	1.176.187
2	6.764	115.866	220.001
1	3.837	48.116	89.287
Total	33.999	1.095.332	2.253.342

*Source (Eurostat, Federalberghi)



Perche' la connectivita' e' cosi importante?

— Wifi Ratings:

- How wifi is important for hospitality market:
 - Wifi rating is one of 7 parameters for selecting an hotel
- Need of refreshing wifi infrastructure
- Importance of coverage, performance, easiness and customer experience

“Free WiFi is the #1 hotel comfort”

- Hotels.com Survey
- JD Power Study

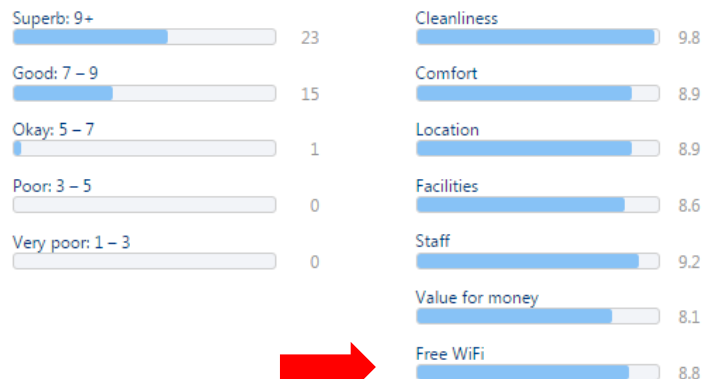
“65% of guests online within 7 minutes of checking in... 1 in 3 requested the WiFi password as soon as they arrived”

- Roomzzz Survey

Review score

Based on 39 reviews

8.9

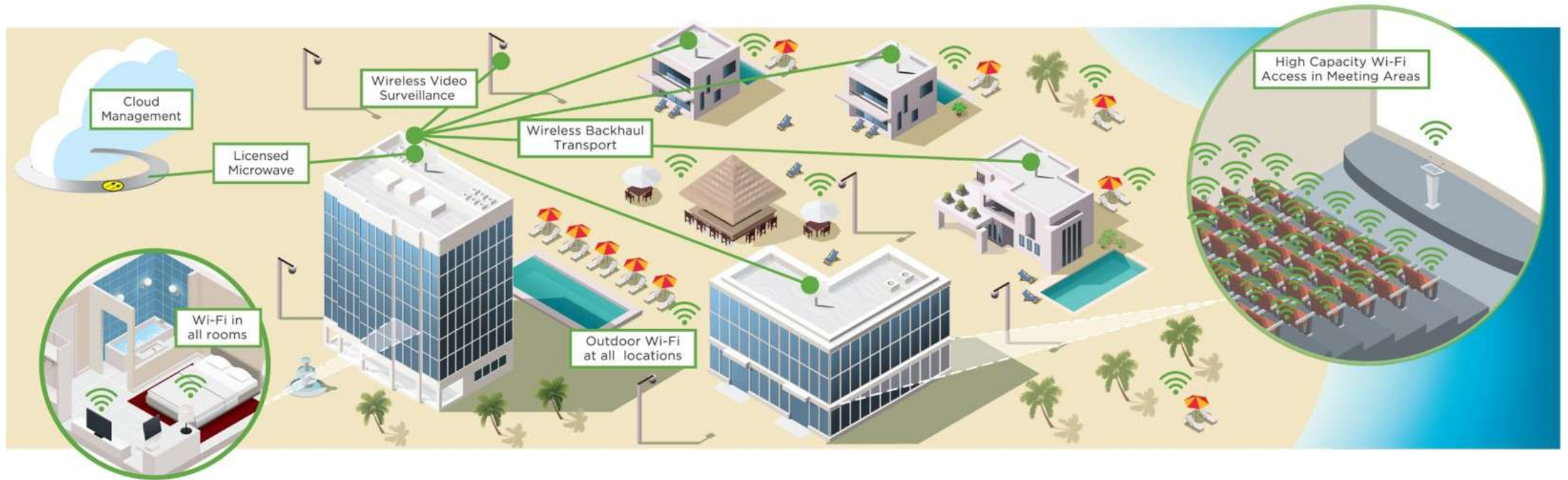


Alberghi: la connettività Wi-Fi è ormai uno degli elementi chiave per costruire l'ospitalità di oggi e di domani.



COME, GRAZIE ALLE TECNOLOGIA DI CAMBIUM NETWORKS, IL GRAND HOTEL ADRIATICO DI MONTESILVANO HA DATO RISPOSTE EFFICACI ALLE ESIGENZE DELLA CLIENTELA BUSINESS E TURISTICA.

Wireless Connectivity Applications with Cambium's Portfolio



- Wi-Fi in guest rooms
- Wi-Fi in meeting areas
- Outdoor Wi-Fi at all locations
- Wireless backhaul transport
- Wireless video surveillance, Point of Sale

Case Study: Heritage Hotels Resort, Kenya



- Over 300 rooms at the resort.
- Coverage provided by 147 cnPilot E400 APs.
- Wireless Distribution with ePMP 1000 APs and SMs.
- Internet connectivity to resort through Cambium PTP
- End to end Cambium Wireless, managed through cnMaestro single pane of glass



Case Study: Carnival at Salvador, Brazil



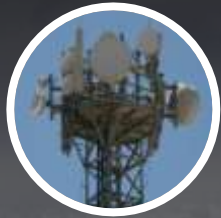
- **Dense deployment: two pavilions hosting 5000 and 6000 users respectively**
- **cnPilot E400 APs, cnMaestro managed**
- **30-40 active users per AP through the event**

Case Study: Holiday Inn Baruna, Bali



- **cnPilot E400 for indoor access, cnPilot E500 for outdoor**
- **WiFi for guest access as well as hotel operations (separate SSIDs)**

PERCHE' CAMBIUM NETWORKS ?



Forte esperienza nel mondo del wireless

Soluzione sviluppata da esperti di settore con capacita' di ottimizzazione dello spettro, robustezza alle interferenze e affidabilita'



Tecnologia

Portafoglio di prodotti scalabile ed ampio:
Wifi enterprise,
Infrastruttura di backbone e soluzioni di distribuzione (PTP,PMP), Licenziate e non



Servizi a valore

Supporto locale
prevendita, Help desk
Post-vendita 24x7, SLA definiti con livelli di Cambium care, Training, Software di pianificazione