

# Eleven Announces Next Generation Guest Wi-Fi Experience

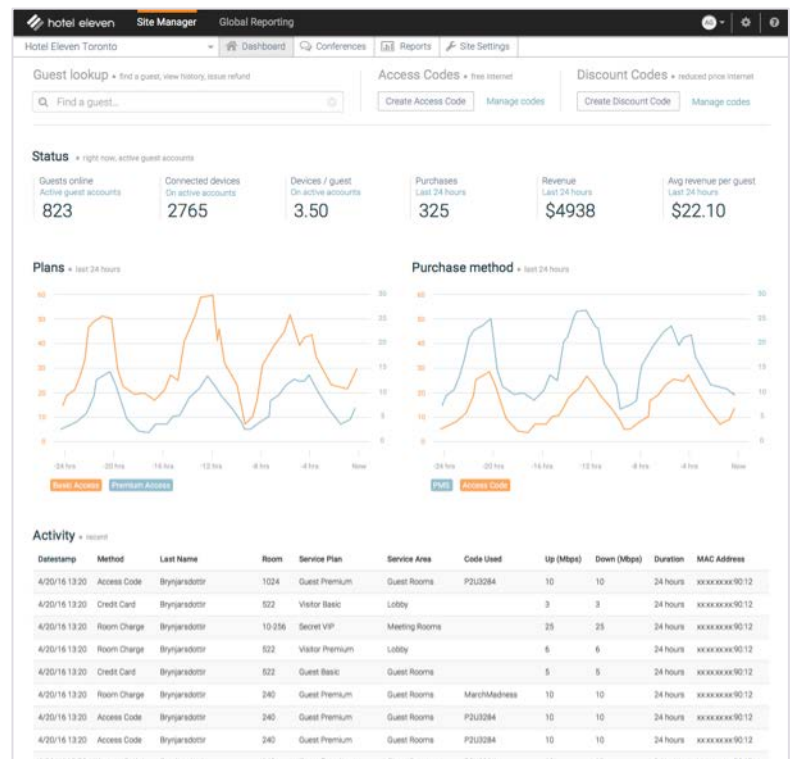
*ElevenOS platform transforms the guest Wi-Fi experience with automatic connection and in-room content casting via secure personal area networks*

**6/26/17, Portland, Ore.**— [Eleven](#), the industry's pioneer in cloud-based guest Wi-Fi management software, announces new features, usability enhancements, and integrations to the ElevenOS guest Wi-Fi platform. Developing software that fits the needs of the market, Eleven is committed to building a platform that enables the next generation of personalized Wi-Fi experience that build loyalty.

## Simplify the User Experience with Dashboards and Templates

Hotel staff and brand-level IT administrators get a real-time 360-degree insight into Wi-Fi activity, including connected device types and status, guest usage, and revenue generated with ElevenOS' hospitality-centric dashboard. Wi-Fi usage and revenue reporting can be viewed at the individual property level, across areas of the hotel, including the conference center or across all properties to allow brands to optimize Wi-Fi performance for guest satisfaction.

A simplified portal content editor provides templates to allow for consistent brand standards with some flexibility at the property level. Non-technical staff can configure authentication options, set up Internet service plans and pricing and add compelling images, messaging or even advertising to engage guests and drive revenue.



## Authenticate Once, Connect Automatically to Drive Loyalty

ElevenOS offers the widest array of log-in options, including lifetime authentication with the [Wi-Fi Alliance Passpoint™](#) HotSpot 2.0 specification to allow guests to log-in once and connect automatically thereafter. ElevenOS' pre-built integration with PMS and CRM systems mean loyalty members can be rewarded with free or premium, automatic Wi-Fi connection every time they arrive at any brand property.

## Connect Guest Devices to Cast Content to the In-Room TV

Seventy-eight percent of guests want to stream their own content when staying at a hotel (eHotelier, 2017). With each guest carrying an average of three devices, the complexity of creating secure, automatic connection to the in-room TV, thermostat and other controls is significant.

ElevenOS enables hotel brands to offer a seamless guest journey with dynamic assignment of their devices upon check-in to a Personal Area Network dedicated to their room that only they can see. Upon arrival, guests are automatically connected to the devices in their room, so they can cast their favorite content to the TV. Upon check-out, guest devices are cleared and the in-room devices are prepared for the next guest.

*"This solution, which combines ElevenOS and the casting management appliance from Expectation<sup>2</sup>, is a game changer," stated Che (Chase) Bliayang, director of information technology for CSM Corporation, management company of the Element in Redmond, Washington. "Our guests have full control to cast from their personal devices without the need to download an app or enter a code. Meanwhile, we're able to limit setting changes to ensure network integrity. This incredibly seamless experience is perfect for today's connected guest."*

### Manage Guests and Back of House Devices with Enterprise Device Management

More hotel brands today are going mobile with smartphones and tablets replacing traditional desktop computers. ElevenOS allows hoteliers to manage property, vendor and employee owned devices with enterprise grade management tools, logging and security leveraging IEEE 802.1X with a local database and remote authentication capabilities.

### Extend the Capabilities of Existing Systems with Pre-Built Integrations

Eleven continues to innovate to enable hotels to leverage guest profile, loyalty level, and billing information via CRM PMS data to provide a more personalized and comprehensive Wi-Fi experience. ElevenOS now integrates with Cendyn Hotel CRM Suite and various PMS providers to bring together Wi-Fi analytics with valuable customer insights that enable hotels to serve their customers with better, more tailored service.

As a pure cloud platform, ElevenOS integrates seamlessly with properties' existing network hardware to deliver robust guest W-Fi without replacing onsite hardware. In addition to integrations with Nomadix and Ruckus Networks, ElevenOS has added support for Cisco Meraki and Aeronet, Aruba Networks, Extreme Networks and certification for Oracle Hospitality OPERA.

*"Eleven is leading the way to deliver the next generation guest Wi-Fi experience that goes beyond just connecting guests to the Internet," said Peri Pierone, CEO of Eleven. "The ElevenOS guest Wi-Fi platform sets the foundation for great Wi-Fi-driven experiences like automatic connection via Passpoint and content casting to the in-room TV that deliver personalized experiences that guests truly want."*

To learn more, **visit Eleven at booth #307 at HITEC**, June 27-29 in Toronto.

#### ABOUT ELEVEN

Eleven pioneered the development of cloud-based guest Wi-Fi management software for the hospitality industry in 2002. The ElevenOS central authentication platform enables hotel brands to centrally manage guest Wi-Fi across multiple devices, properties and providers with real-time analytics. With ElevenOS, hoteliers can effectively leverage their Wi-Fi network to identify and engage guests to improve brand loyalty. An open platform, ElevenOS easily plugs into leading network hardware and service providers and requires zero proprietary infrastructure. Thousands of hotel and cruise brands trust Eleven to keep more than 9 million guests connected every month. For more information, visit [www.elevenwifi.com](http://www.elevenwifi.com).

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