



Solution:
Networking

Industry:
Hospitality

Country:
UAE



Creating a template for hospitality excellence

“Digital transformation is a continuous journey. HPE Aruba Networking will enable us to bring together streams of data from different departments, to create a live, detailed picture of our operations.”

– **Richard Haddad**, CEO, Ishraq Hospitality

Ishraq Hospitality is the Asset Management and Hospitality Division of the Mohamed & Obaid AlMulla Group. It is the owner/operator of eight hotels in Dubai, under the Intercontinental Hotel Group’s Crowne Plaza and Holiday Inn brands. There are plans to open a further 15 in the coming years, across the Middle East.

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Objectives

- Streamline hotel operations
- Elevate the guest experience
- Create new revenue opportunities as business pursues regional growth

Requirements

- Establish high-performance network template
- Enable centralized management
- Create single view of network activity

Solution

- HPE Aruba Networking Wi-Fi 6 Access Points
- HPE Aruba Networking 2930M Switch Series
- HPE Aruba Networking Central



Outcomes

- Ensures consistent connectivity experience for guests across four properties
- Gathers the data to inform personalized incentives, discounts, and services
- Slashes network deployment times for new properties to days

Additional resources

- [Success story](#)