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Webinar

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# Leveraging LiFi to monetize co-working lobbies

Ed Huibers, Karen Bamford and James Harrison

Hotel TCS

Signify Lighting Academy

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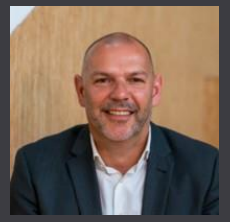

**Ed Huibers**
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**James Harrison**
**HotelITCS**

**Karen Bamford**
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Signify Lighting Academy

Trulifi Go to market Leader Office and Hospitality. An experienced Business Development lead with a strong history of commercializing emerging technologies in the electrical and electronic manufacturing industry.

A hospitality technology consultant with 15 years of experience working with hotels, systems integrators and consultancies. Throughout this time having advised and designed technology solutions for some of the world's largest hotel chains and leisure park operators.

Trulifi Business Development Manager Hospitality. 20+ years of experience developing value propositions and driving commercial value in the telecoms industry.

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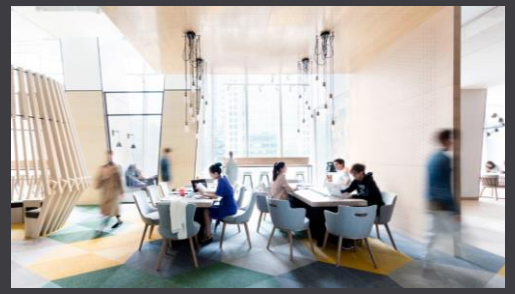
# LiFi Applications in Hotels

## Coworkers

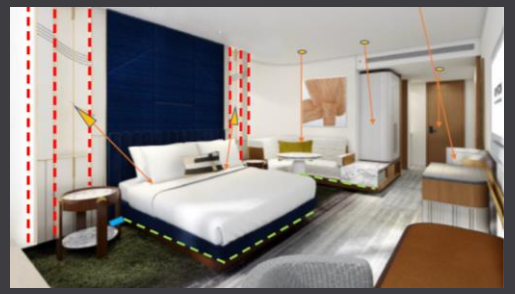
Cutting-edge cowork lobby connections



## Business Guests

Lobby/lounge LiFi zones

LiFi room 'pockets of excellence'



## Business Groups

Secure and sure meeting spaces

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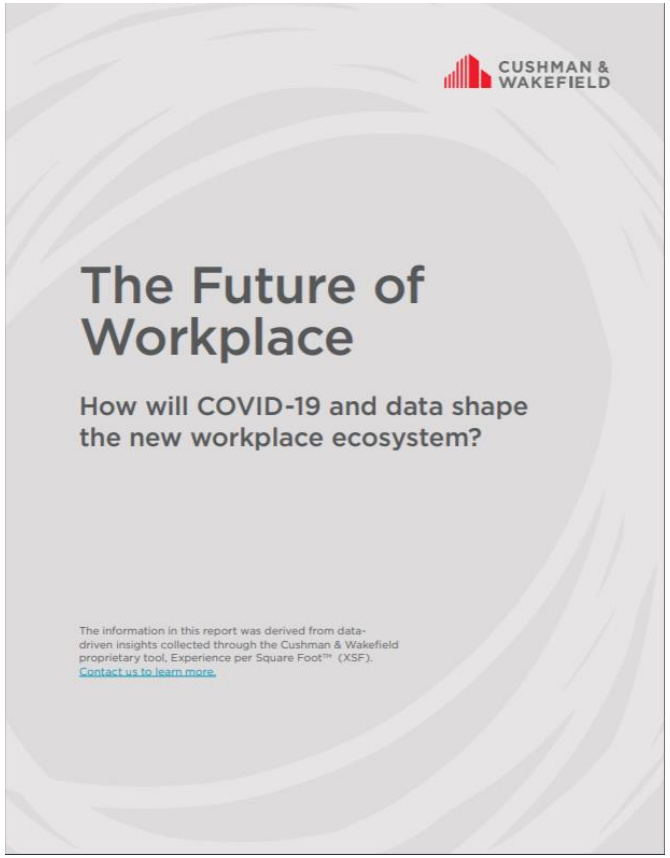
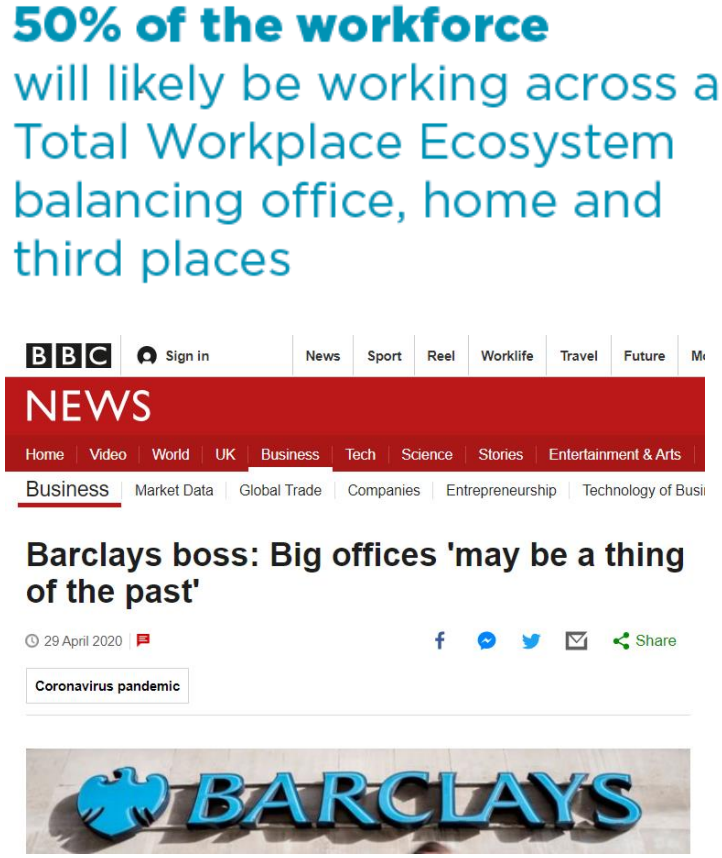
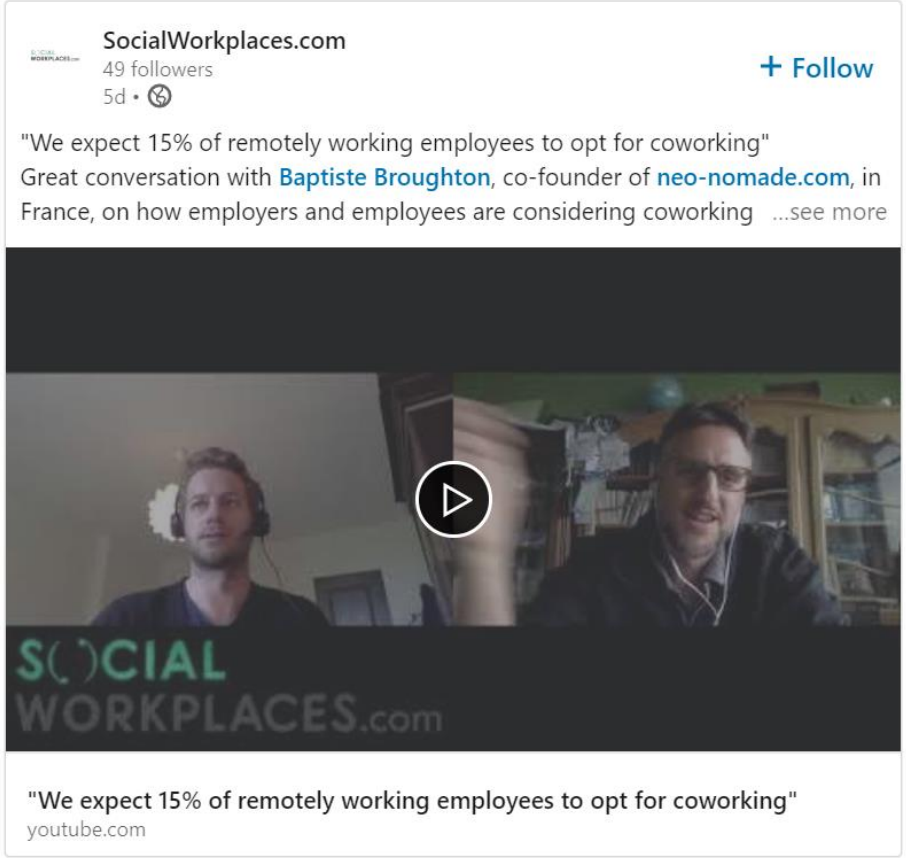
# Coworking spaces are pivoting to provide more COVID-proof private office space, as the industry predicts 15% of workers will continue remote work both at and closer to home after lockdown

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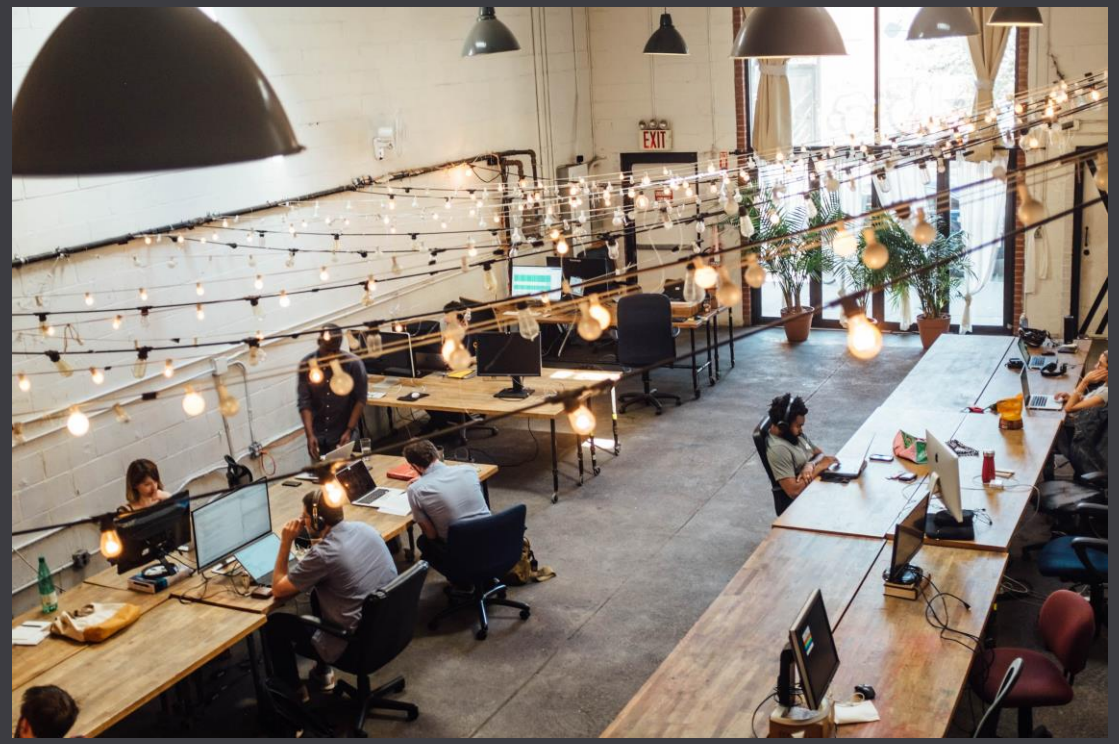
# The Future of Coworking In Hotels

# Coworking– Where did it all begin?

- Coworking is not new
- Hotel lobbies were always a coworking space
- The need to ‘put in a full shift’ changed the game
- So much more than a shared office
- The digital and mobile first world has driven growth

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# Coworking – Who are Coworkers?

- The idea of coworkers as young digital nomads is outdated
- All business levels and industries, and all generations
- A workspace for all
- Demand is correspondingly now much closer to home

# Coworking – What does Coworking Offer?

- All the same facilities as an office, but so much more besides
- Community is king
- Coworking & coliving have grown hand in hand
- A working, living and social experience across shared spaces

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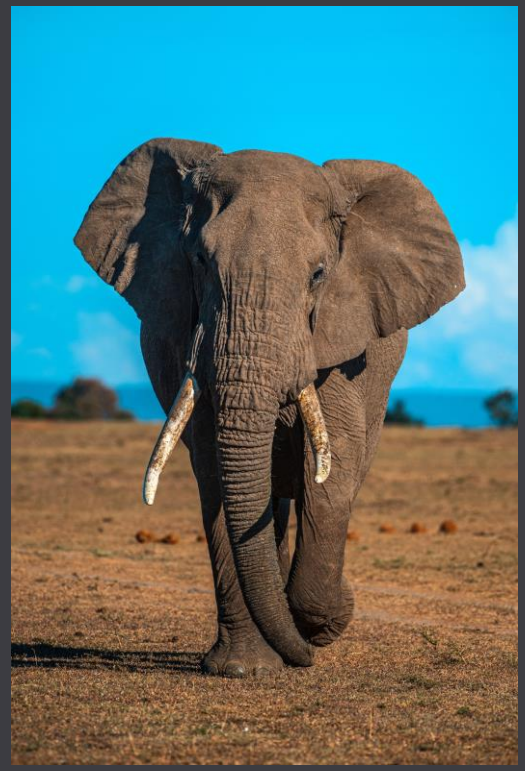
# Coworking in Hotels – The Future

- Hotels already have the infrastructure, and the people
- Coliving = Hotel!
- Hotels Slow to implement
- The global hotel chains are waking up



moxy HOTELS

SHERATON

citizen M hotels

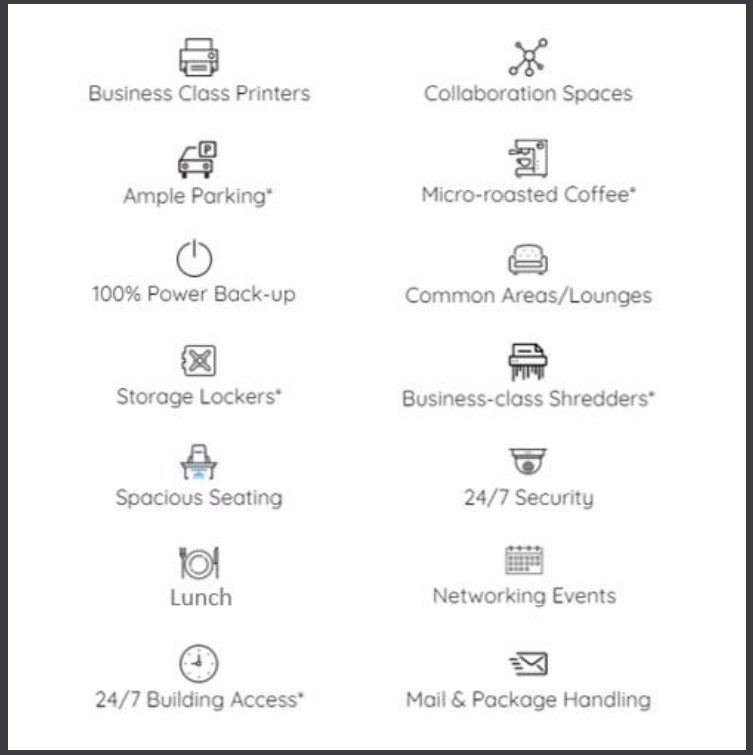
ACCOR

VILLAGE

Hotel TCS

# Coworking in Hotels – All the Right Ingredients

- The key to monetizing coworking in a hotel lobby is by demonstrating value
- Hotels already have F&B, parking and people
- A package could include desk space, free parking, tea/coffee, power points, social events and a member directory
- But hotel lobbies aren't always famous for great Wi-Fi…

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# Trulifi

# Hotel Wi-Fi is expected and essential for most guests, but bad experiences are common

**65%**

of guests are online within seven minutes of checking in

Roomzzz guest survey 2016

**x3**

the number of devices guests check-in, incl PlayStation and Xbox

Telkonet IOT Whitepaper

**81%**

of guests have experienced poor hotel Wi-Fi in the past 12 months

Hotelwifi.com Whitepaper

**67%**

of business guests don't return if they experience inadequate wifi

Netgear WiFi survey Q4 2018

*Poor hotel Wi-Fi = no 5-star review*

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# Hospitality Insights Programme

From Jan-April 2020 we partnered with the Hotel Management School Maastricht to learn about connectivity needs in hotels, and how LiFi helps.

## Who we talked to

### Hoteliers
12 interviews, F2F and online

### Business Guests
2 group discussions, 10 people
50 1-2-1 interviews, online
214 respondents, LinkedIn Survey

### System Integrators & IT Providers
8 interviews, F2F and online

## Key learnings

### Business Guests Have Outgrown Hotel Wi-Fi
Business guests rely heavily on the hotel network to perform business-critical work. The use of more cloud systems and tools place increasing pressure on hotel Wi-Fi and both guests and hoteliers have experienced that it's not always up to the job.

### Security Is Crucial But Currently Overlooked
While almost all hotels offer an open unsecured network, around 50% of guests treat it like they do at home, and believe the hotel is responsible for keeping them safe online! The other 50% employ a range of security tools that frequently impede access and use – it's not a great experience for either group.

### Good Connectivity Drives Loyalty
Loyalty is a serious business for hotels, with a returning guest delivering 30+% more revenue than a new one. Wi-Fi is the no. 1 service they demand, and while they are unlikely to remark if it's working well, a bad experience stops the majority of guests from returning.

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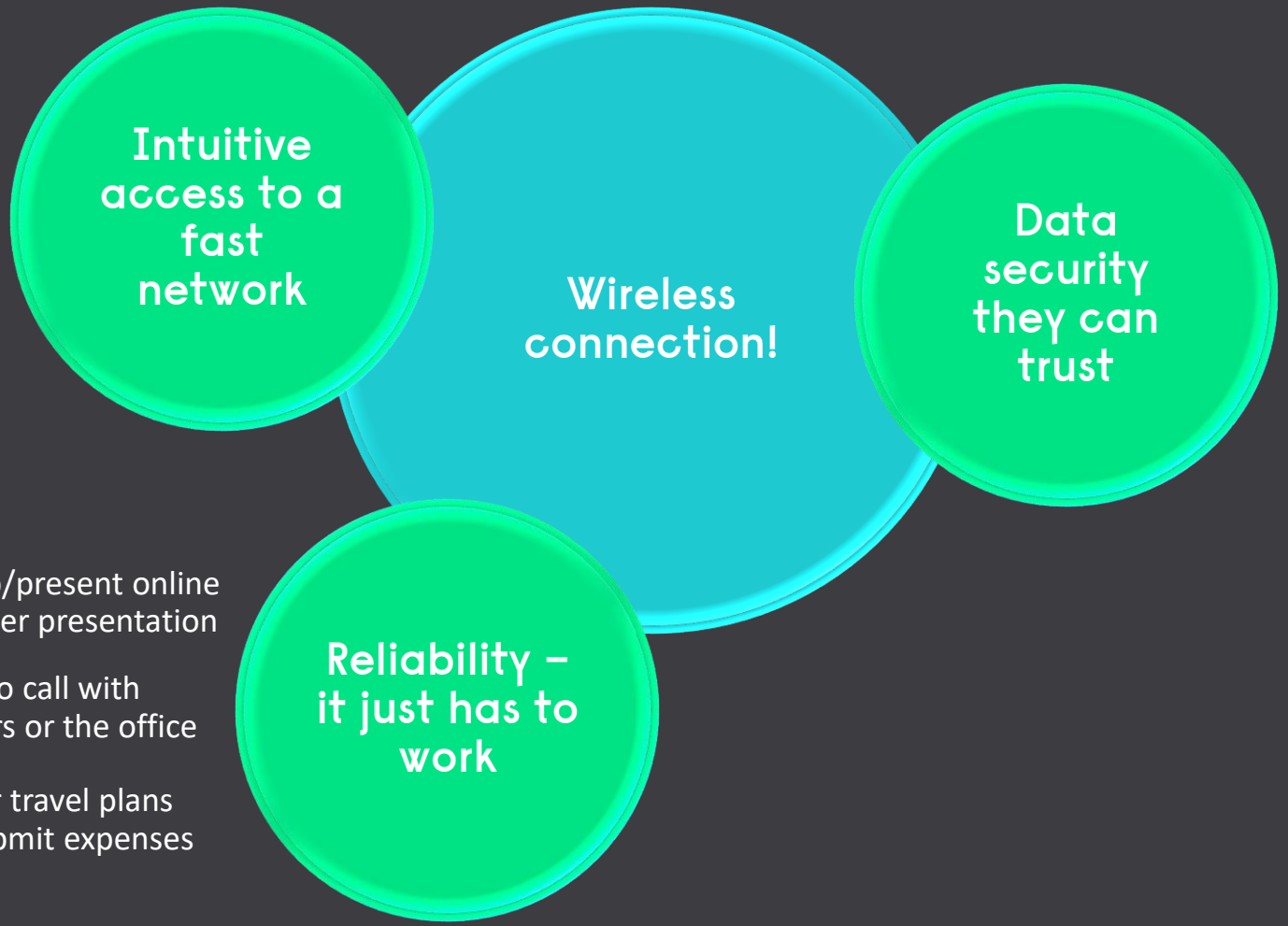
# What guests want from hotel Wi-Fi




- To prep/present online customer presentation
- To video call with partners or the office
- To alter travel plans and submit expenses

- To safely access their sensitive business data
- To dispense with all the limiting security workarounds
- To feel safe doing their banking and personal work

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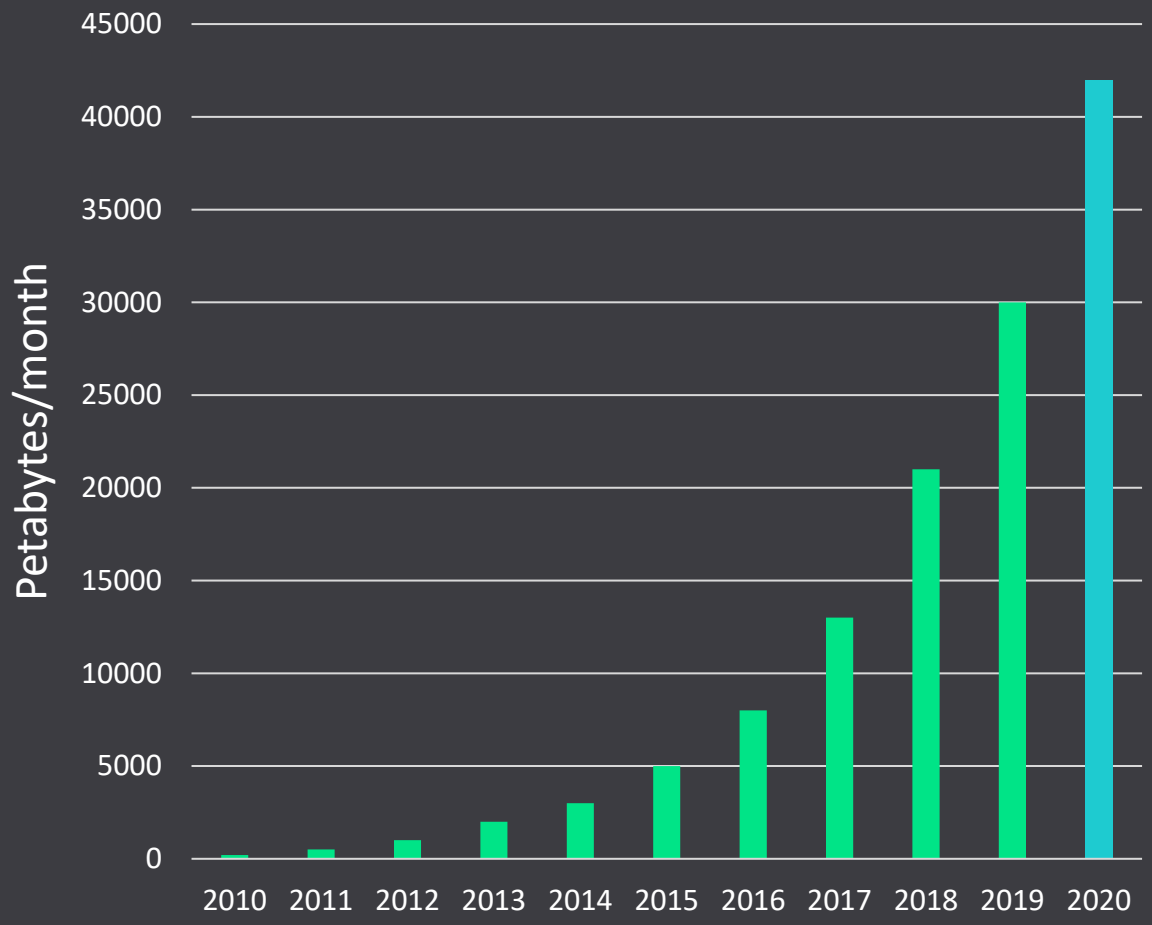
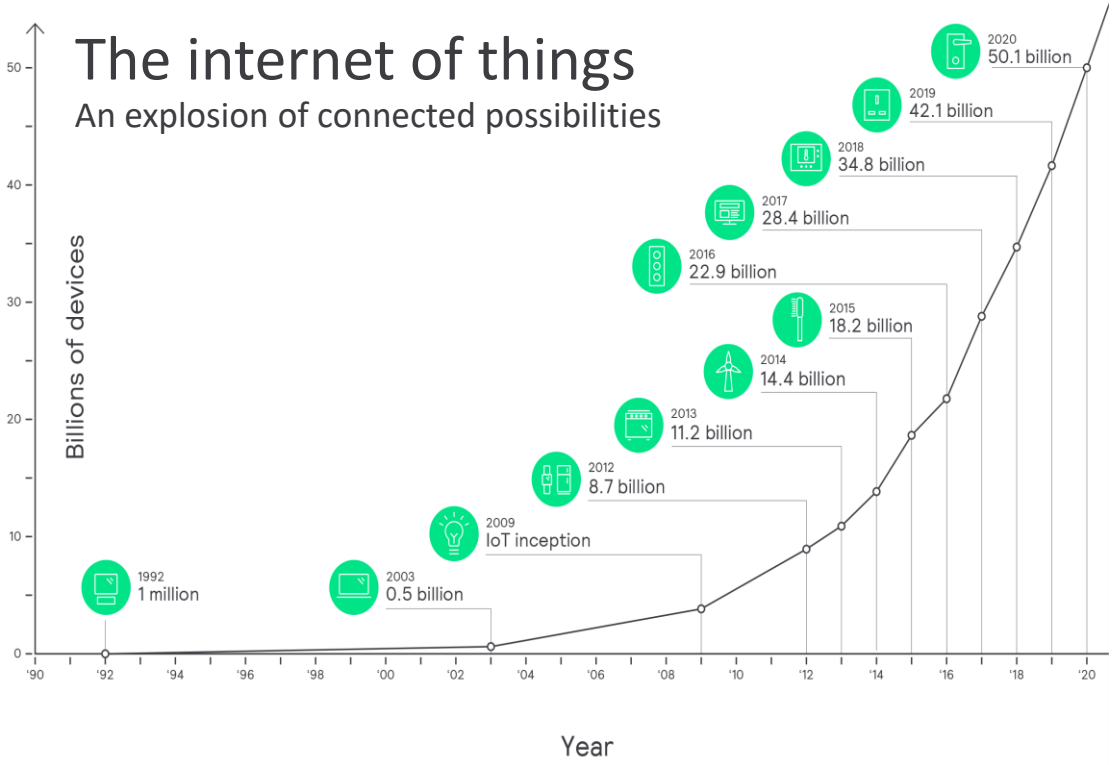
# We're using more and more data…




# .. and more and more devices are connecting

## In hotels this is driven both by new digital infrastructure as well as guest tech.

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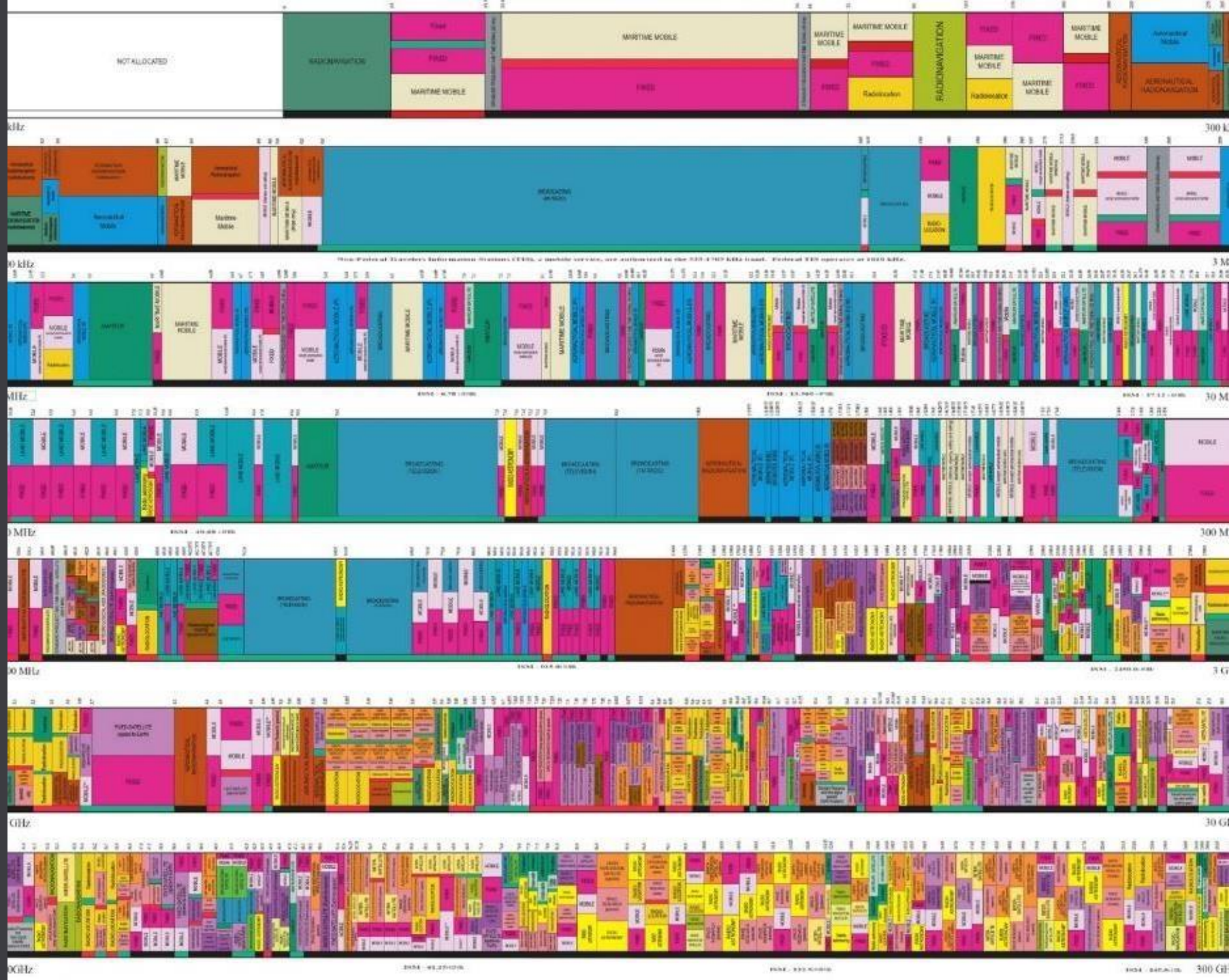
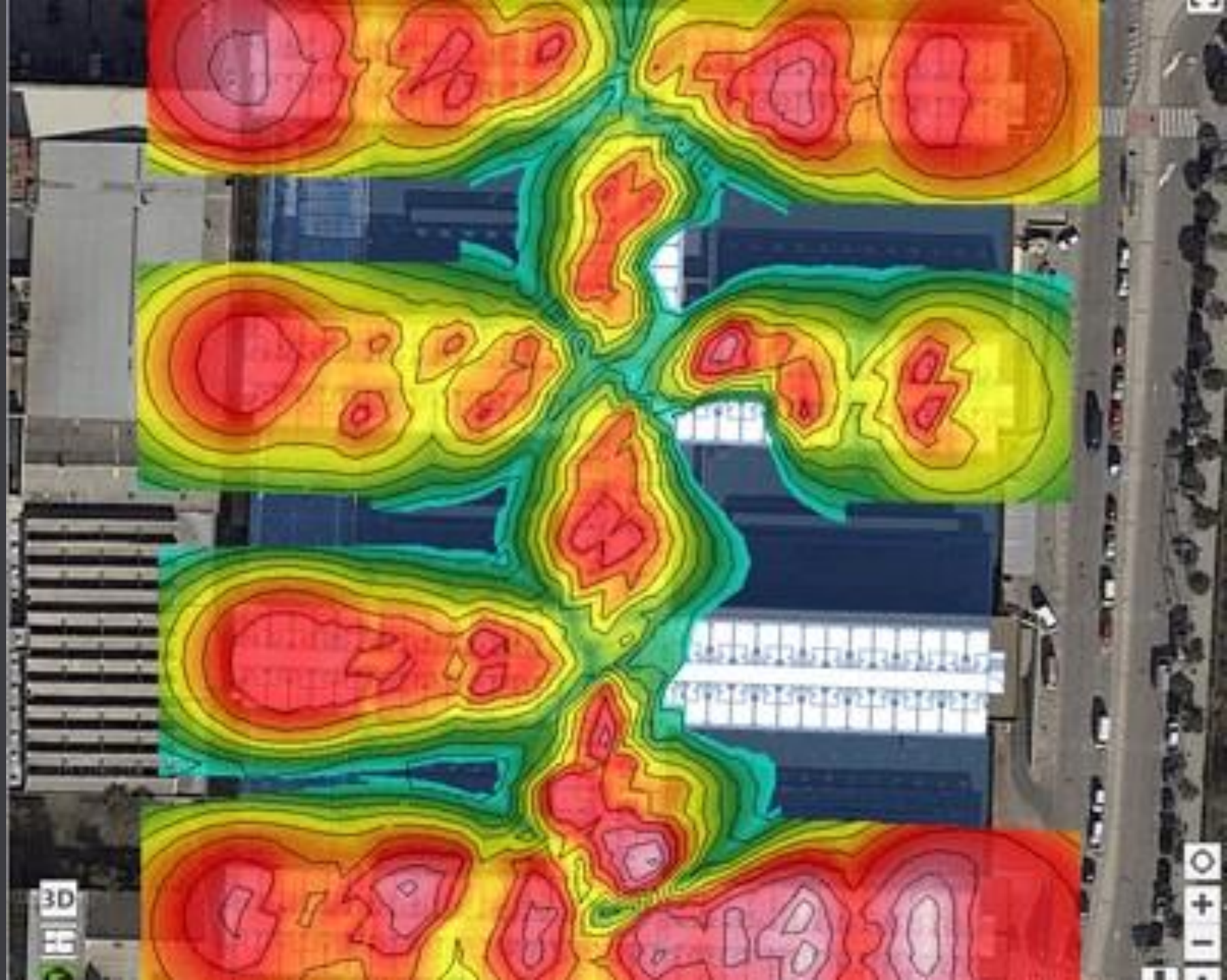
The radio spectrum does not provide enough room to grow.

This manifests in reduced stability, ineffective wireless coverage and slower throughput, frustrating guest needs and expectations.



Unreliable networks are costing patience, loyalty, and ultimately $$$.

Electromagnetic interference can be caused by everyday equipment, building infrastructure and of course, all the other Wi-Fi signals in the hotel.



There is growing concern about security over radio communication.

Radio provides a blanket cover, under which anyone can sneak – unsecured or 'open' Wi-Fi in hotels is an eavesdropper's paradise.

# LiFi is uniquely positioned in the landscape of sole radio solutions – Trulifi delivers a vast and interference-free channel for your guests

ZigBee
Wi Fi
Z-WAVE
4G LTE
3G
5G
LoRa

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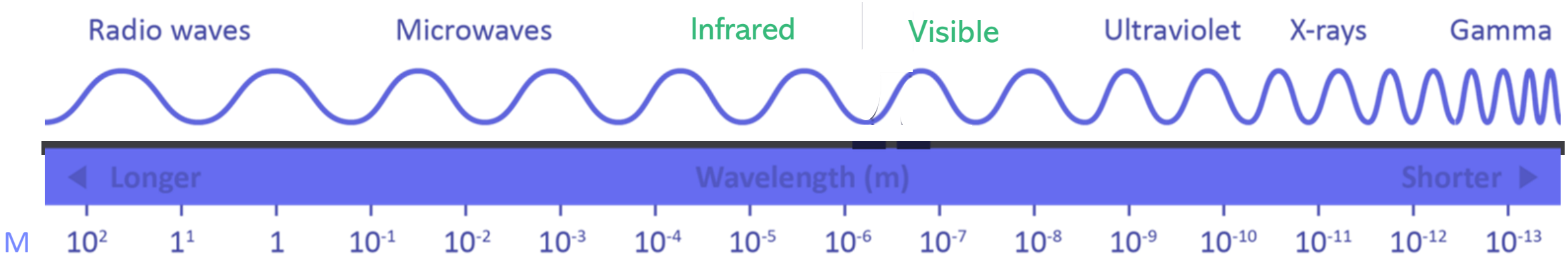


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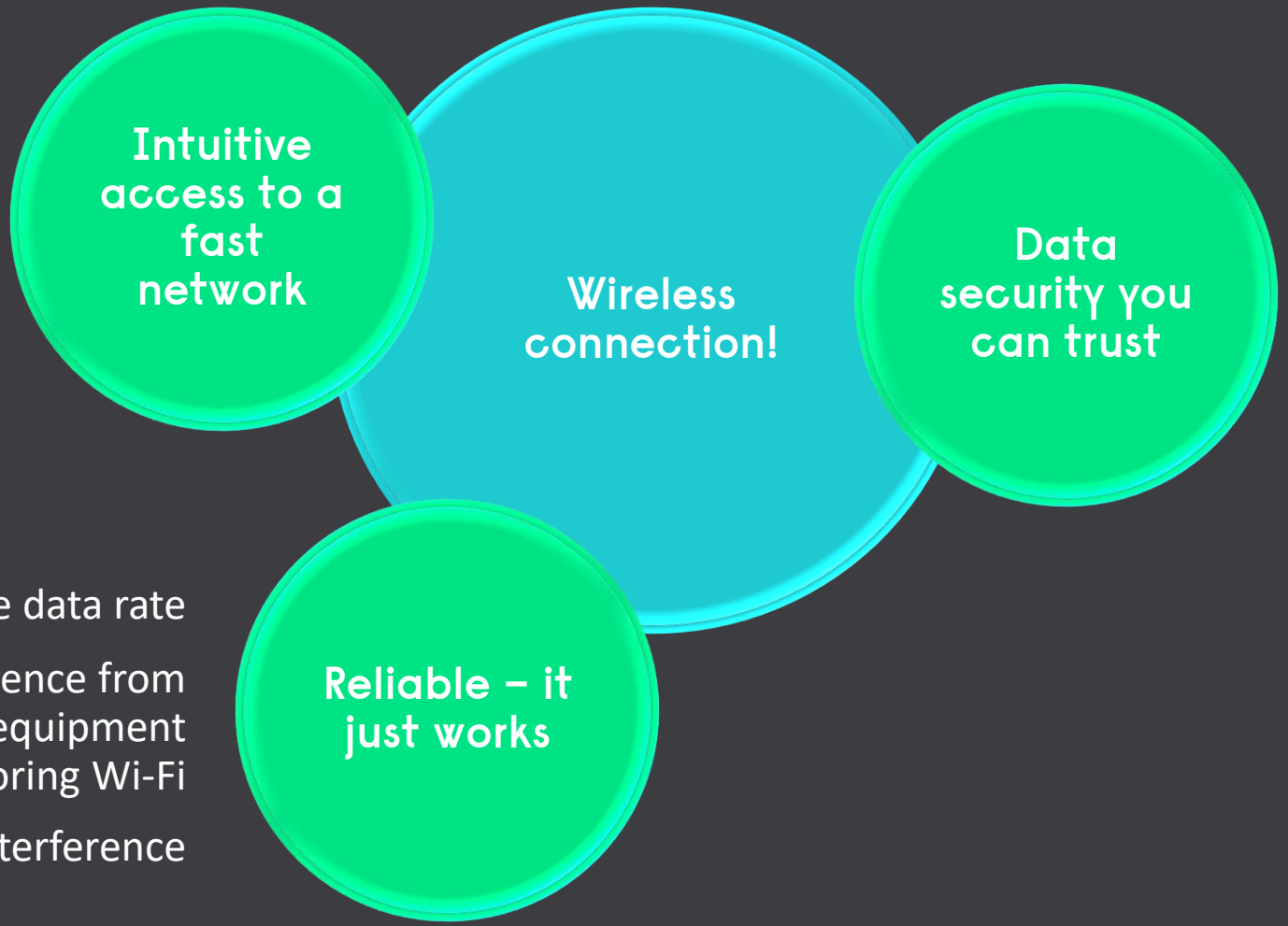
# LiFi meets hotel guest needs perfectly

200 Mbps

Plug & play

Ultra low latency

Offloads Wi-Fi




Strictly defined area

Doesn’t travel through walls

128 bits encryption

Designated access keys

Highly stable data rate

No interference from infrastructure, equipment or neighboring Wi-Fi

Causes no interference

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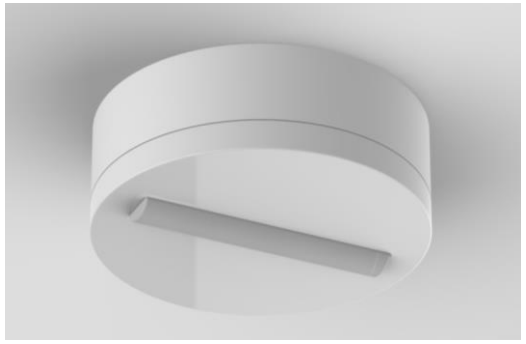
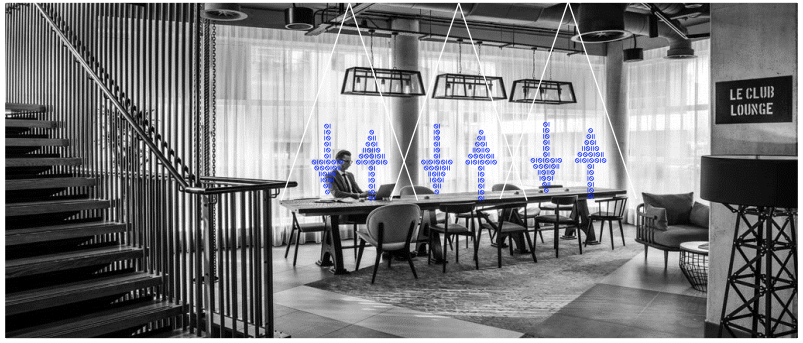
# Trulifi 6002 System






- Infrared - works with the lights on, dimmed and off
- **Net speed 200 Mbps / 140 Mbps**
- Coverage 2.4m diameter (depending on ceiling height)
- **Branded USB access key** connection
- Chip based on ITU 9991/G.vlc standard
- **128-bit AES** CCMP Encryption
- Windows and MacOS compatible
- Install with ceiling holder or a choice of luminaires

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# A turnkey Trulifi solution to unlock new revenue streams

- A fully OPEX model - no up-front investment
- Signify installs and manages the hotel LiFi
- The hotel manages guest access and billing e.g.
  - Pay per use, or
  - Included in coworking package, or
  - Included in LiFi guest room rate
- Guest logs into LiFi network
- Network usage data is shared with both parties
- The hotel pays Signify a % of generated revenue

# Coworking Lobbies + Trulifi

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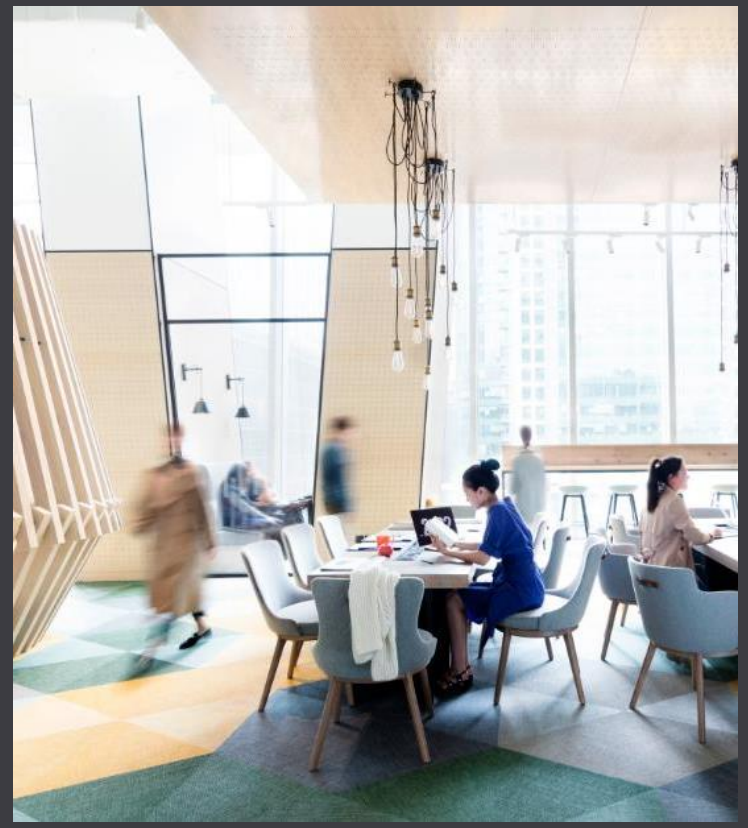
# Coworking spaces in hotels are coming

Monetize your coworking space, draw new guests and upsell other services

Fast, secure and reliable wireless connectivity is a coworking basic

Make sure you have the right connectivity hardware

Trulifi is the answer



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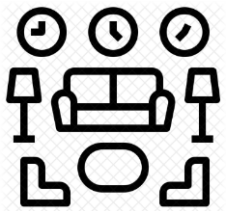
# Your coworking lobby powered by Trulifi



Your under-utilised real estate..

+

.. with a pack of your existing services..

+

.. plus your service credentials…

+

.. and proof of your cutting-edge connectivity!

=

Local community with business class internet

+

A steady new revenue stream (+ upsell ops!)

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# Q&A

Please use the Q&A tab at the bottom of the screen for any questions you may have

lifi.systems@signify.com

# Thank you for your participation!

We hope to see you again
in the next webinar

Signify Lighting Academy

Our upcoming webinar

# Listen to the of winners CLUE 05

**Date: Jul 23, 2020**
**Time: 11:00 AM CET**
signify.com/global/lighting-academy

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