SAMSUNG AXIS

Enabling a Personal Wi-Fi Experience for Hotel Guests

A dependable, reliable and robust Wi-Fi network is necessary for hospitality today. It is becoming an important criterion for hotel ratings and cognitive brand recognition.

The Technology

The Samsung Axis solution provides a unique technology that enables hospitality network operators to securely segment user traffic, even on a shared Guest Wi-Fi network. The micro-segmentation feature dynamically assigns "private" Personal Area Networks (PANs) to guest devices on a per-guest and/or per-room basis via credentials acquired through nearly any available means, including PMS integration. This powerful feature enables a unique guest experience for hotel networks through a single SSID.

With Samsung Axis, guest devices can directly connect to each other (without a proxy server) in a manner that is identical to how they operate at home. In-room equipment is assigned the same VLAN, enabling seamless connectivity between guest and hotel-supplied infrastructures, such as casting to TVs from guest casting devices. An unparalleled level of security is also present in the networks deployed using this methodology because devices belonging to other guests are connected on to separate L2s.

Guest Room

Guest Room

Lobby

Conference Center
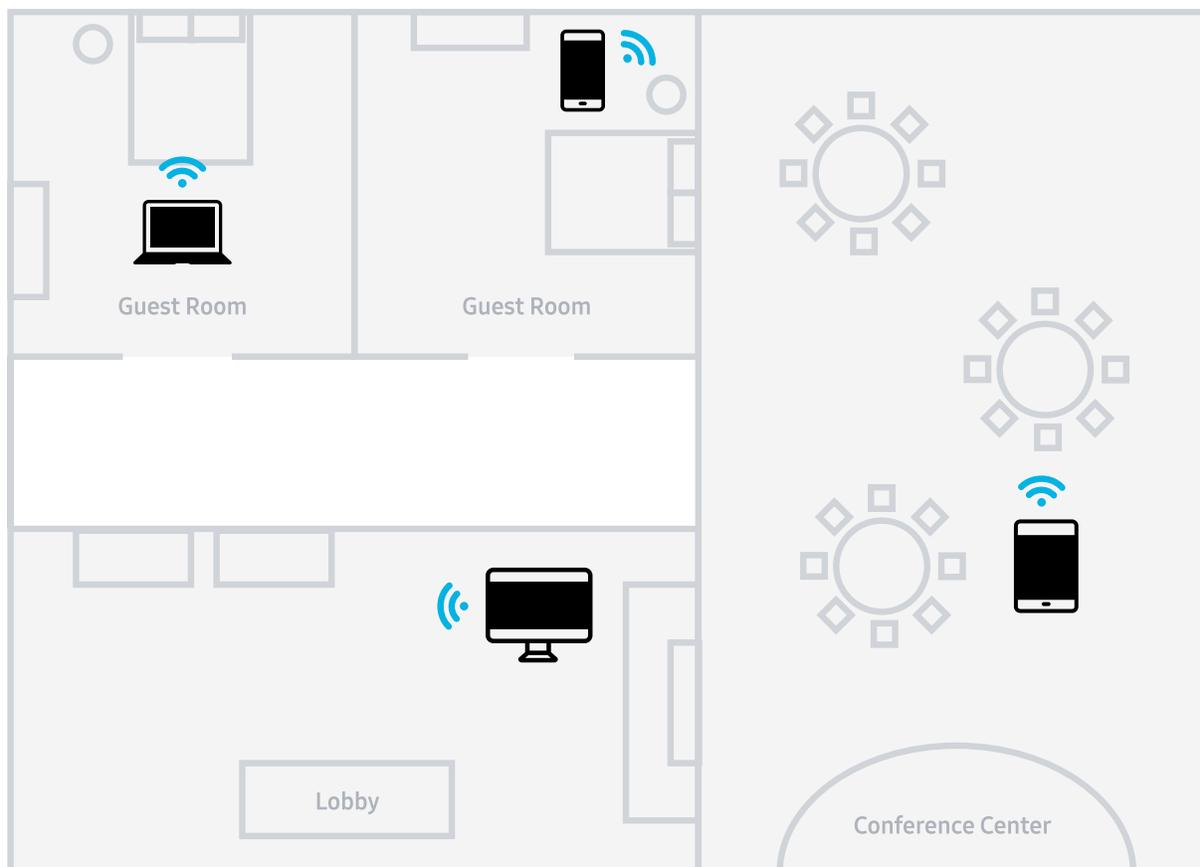
Homelike Secure and Personalized Wi-Fi Experience

Per-guest PAN assignment is the ultimate solution in the current environment. Today's hotel guest brings multiple Internet-enabled devices beyond smartphones and tablets, such as connected wearables, casting devices and so on. Modern devices need to communicate with each other through LAN connections for large-scale and/or low-latency data transfer. The micro-segmentation reduces incidences of spoofing, hacking, man-in-the-middle vulnerability and network hogging.
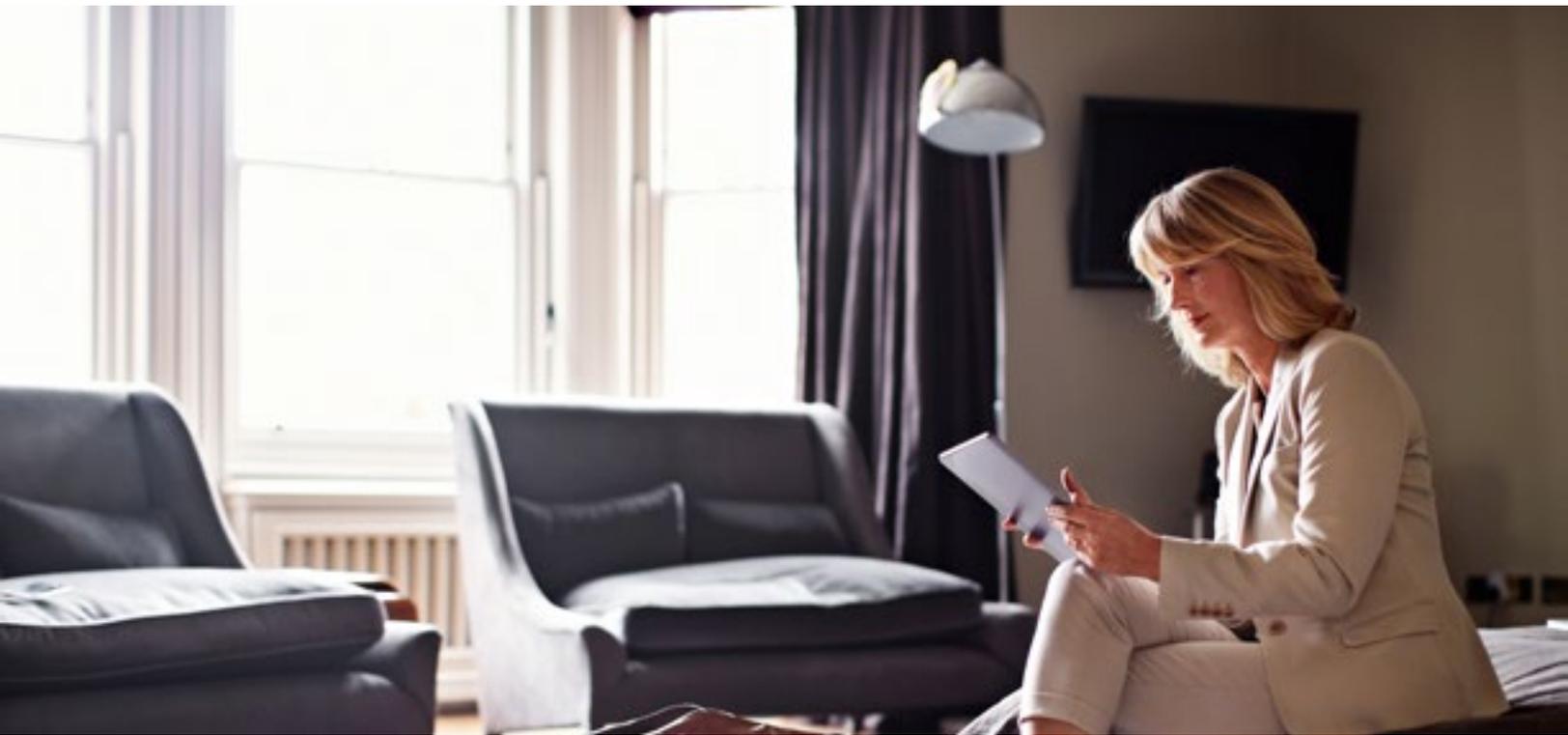
A Single Solution for Wired and Wireless Networks

The wireless VLAN assignment may also be integrated with a per-room static VLAN or DVLAN wired network. Thus, the "personal area network" may be extended to wired ports in a guestroom, as these ports can be mapped to the same wireless VLAN that is being used by the devices belonging to the guests staying in the room. This enables a wired set-top box or smart TV to receive audio and video casting from guest devices. For example, a guest would be able to use their smartphone to stream audio from their personal music collection or video from their personal VoD/casting service to the in-room TV.

The Samsung Axis solution provides a secured, dedicated personalized area wireless experience with centralized management and intelligence, while providing a seamless and homogenous environment for all Samsung products.

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