



**NOMADIX®**

**PASSPOINT FOR HOSPITALITY**

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**In our increasingly connected world, the need to remain online as we move between hotels, shops, transport hubs, offices, restaurants, bars, coffee shops and outdoor spaces continues to grow.**

As a critical amenity, the Wi-Fi experience at hotels affects satisfaction ratings, but hoteliers can struggle with delivering a service that matches guest expectations.

Today's hotel guests, especially loyal returning visitors, deserve a better internet experience, without repeated logins, forms and passwords, but also require stronger security and privacy as they roam between various Wi-Fi locations and providers.

## **WHAT IS PASSPOINT?**



Wi-Fi Certified Passpoint® is an industry standard developed by the Wi-Fi Alliance to streamline access to Wi-Fi hotspots, removing the need for users to authenticate each time. Often referred to as a 'cellular mobility experience on Wi-Fi', Passpoint enables a service where guests accept T&Cs and their devices automatically authenticate and securely onboard to a wireless network while retaining the ability for the provider to engage with them. This happens without having to find the Wi-Fi network name (the SSID), enter room number or loyalty program information and close pop-up success screens.

It can be likened to roaming across different cellular networks, where mobile phones are automatically connected to the local provider.

Because it's an industry standard, the Passpoint experience is consistent and reliable at every single property or third-party partner venue on the network like stores, cafes, bars and more. Using Passpoint is simple. Guests download a one-time secure and anonymous profile to each of their devices. Once in place, the device connects seamlessly every time it's in range of a networked hotspot, on every visit.



## WHY CHOOSE PASSPOINT

### SEAMLESS CONNECTIVITY

- The best possible user experience
- Fast & centralized Wi-Fi authentication
- Consistency across global branded properties
- No repeated Wi-Fi registrations, codes or vouchers

### AUTOMATIC ROAMING

- Automated roaming across networked hotspots - like mobile phone networks
- Roaming onto third-party partner venues: cafes, bars, airports & more

### SECURE & PRIVATE

- Protected & trusted end-to-end connections
- Safer network discovery & onboarding
- Enterprise-grade authentication
- Traffic encryption

**“We like  
the term  
ubiquitous  
access.”**





## **SAFEGUARD THE USER EXPERIENCE FROM MAC ADDRESS RANDOMIZATION**

In a push to better safeguard user privacy, operating systems such as iOS, Android or Windows are rolling out protective measures which block the ability to track Personally Identifiable Information (PII). The most disruptive to the guest Wi-Fi user experience is MAC address randomization.

Wi-Fi hotspots currently rely largely on static hardware Media Access Control (MAC) addresses for authentication and onboarding. However, major players like Apple are expected to activate a default feature (currently optional), where devices will switch MAC addresses, appearing as “unknown” to Wi-Fi hotspots at regular intervals or with every SSID change, requiring re-authentication.

While users will enjoy more privacy, their trade-off is a Wi-Fi experience that will create frustrations, especially if the Wi-Fi registration process involves repeatedly filling out online forms or asking staff for codes or tokens. Loyalty customers will not automatically authenticate and internet purchases spanning durations longer than the reset interval will end prematurely.

For a hotspot provider, any back-end process based on using a MAC address – whether loyalty programs, internet purchases, marketing, operations, analytics, etc. – will also be affected.

Passpoint offers a solution to this challenge. Since it does not rely on MAC addresses or SSIDs, and the standard is designed with user privacy and security at its core, it's a compelling way to future-proof compatible devices.



## PASSPOINT FOR HOTELIERS

Hotels can enable Passpoint in places using compatible Wi-Fi hardware and software. Likewise, the Passpoint device profile can be added to the hotel's mobile loyalty application, giving the most valued guests the best possible internet experience.

Depending on the channels available, hotels can encourage onboarding by proactively sending a link to the profile to guests with a booking confirmation, via the hotel's webpage or via a simple QR code scan on arrival. Once registered, guests no longer need to ask the front desk for a password or token, streamlining Wi-Fi access and freeing up hotel front desk staff.

## VALUE-ADDED SERVICE

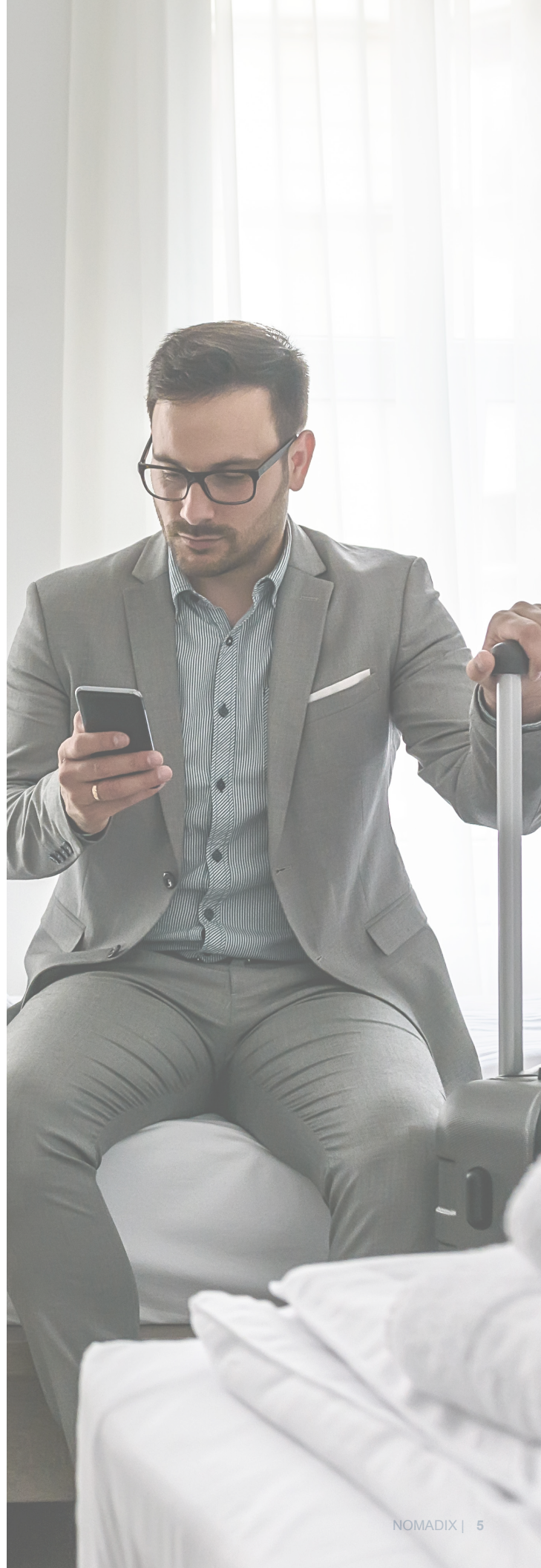
Hoteliers can choose to integrate with their back-end loyalty platforms, which helps to build a picture of insights and drive new customer interactions and revenue opportunities. It can reveal additional information around presence and movement, interactions with in-room technology, activities and likes and dislikes.

This is also one of the benefits of enhancing the Wi-Fi service versus moving to a 4G/5G cellular service, as all this information would otherwise only be seen by the mobile carrier and not the hotel brand.

## EXAMPLE USE CASE

- 1 Guest arrives and auto-connects:**  
A great experience without form filling
- 2** The hotel recognizes they're on the property
- 3** Query triggered (via PMS integration) to see if they have a reservation
- 4** Guest receives an event-based welcome message to ask if they'd like to book the bar or restaurant

It's a different level of service when timely and relevant guest engagement can happen through their mobile phone.





## MONETIZATION & NEW BUSINESS MODELS

Passpoint creates new revenue opportunities for brands through commercial partnerships. For example, existing mobile networks can become congested and have coverage blackspots, so carriers often want to offload data to high-performance Wi-Fi networks to maintain and even improve their subscribers' experience. Calls and data are seamlessly switched to Wi-Fi using Passpoint, to maintain connectivity.

Passpoint can allow brands with spare capacity, and in high-demand locations, to monetize their Wi-Fi infrastructure. The technology is especially attractive to operators as it enables seamless and secure wireless roaming across these hybrid networks in a fully transparent way for the end user. These commercial roaming agreements between venues and mobile operators are already developing, and operators continue to look for coverage in high-density locations like hotels.

Using Passpoint also allows venues to make individual commercial agreements with third-party affiliate partners and to become members of federated roaming associations including WBA OpenRoaming and Google Orion Wifi, which can drive footfall and revenue.

**“Passpoint is a foundational ingredient to global Wi-Fi roaming standards, reflecting the depth and breadth of that collaboration as a great solution for end users, network operators, and device vendors.”**

*The Wi-Fi Alliance*





## NOMADIX PASSPOINT

Our hospitality-focused solution has been created by Passpoint experts, who have been deeply involved in the industry's definition and the evolution of the standard. This knowledge has been applied to our sector to deliver increased enterprise-level security, as well as opening new revenue opportunities and partnerships. And it also solves the impending MAC address randomization concerns for the guest experience.

Nomadix Passpoint delivers an instant, secure connection to the guest Wi-Fi, with seamless roaming across brand properties and third-party affiliates – coupling the guest with their profile – and enabling digital engagement.

### ENHANCED INTERNET ACCES

- Seamless onboarding & roaming
- Increased security & privacy
- MAC address randomization solution

### VALUE-ADD & MONETIZATION

- Guest engagement & amenities upsell
- Custom integration possibilities
- Partnerships & new business models

### EXPERT PROVIDER

- ✓ Hospitality-focused approach designed by sector leader
- ✓ Operational platform already handling billions of connections
- ✓ Quicker & safer implementation from a trusted advisor
- ✓ Complementary product portfolio

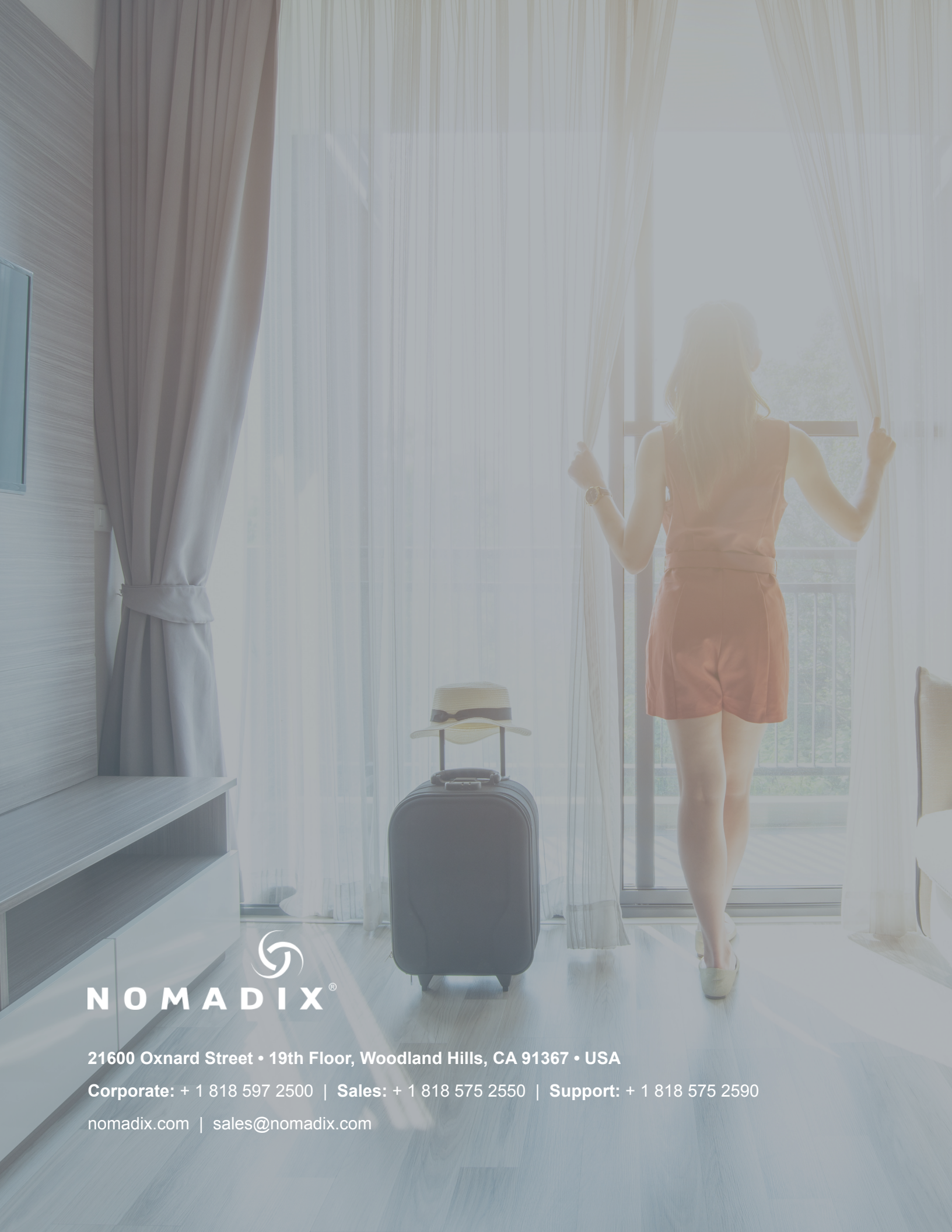


## TALK TO NOMADIX

Implementing Passpoint will vary depending on different customer context. Our solution offers both Nomadix cloud and on-premises components. Our platforms are already handling billions of connections per year, and our team has some of the most experienced and trusted advisors on the topic.

**Contact us to discuss your Passpoint use cases.**





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